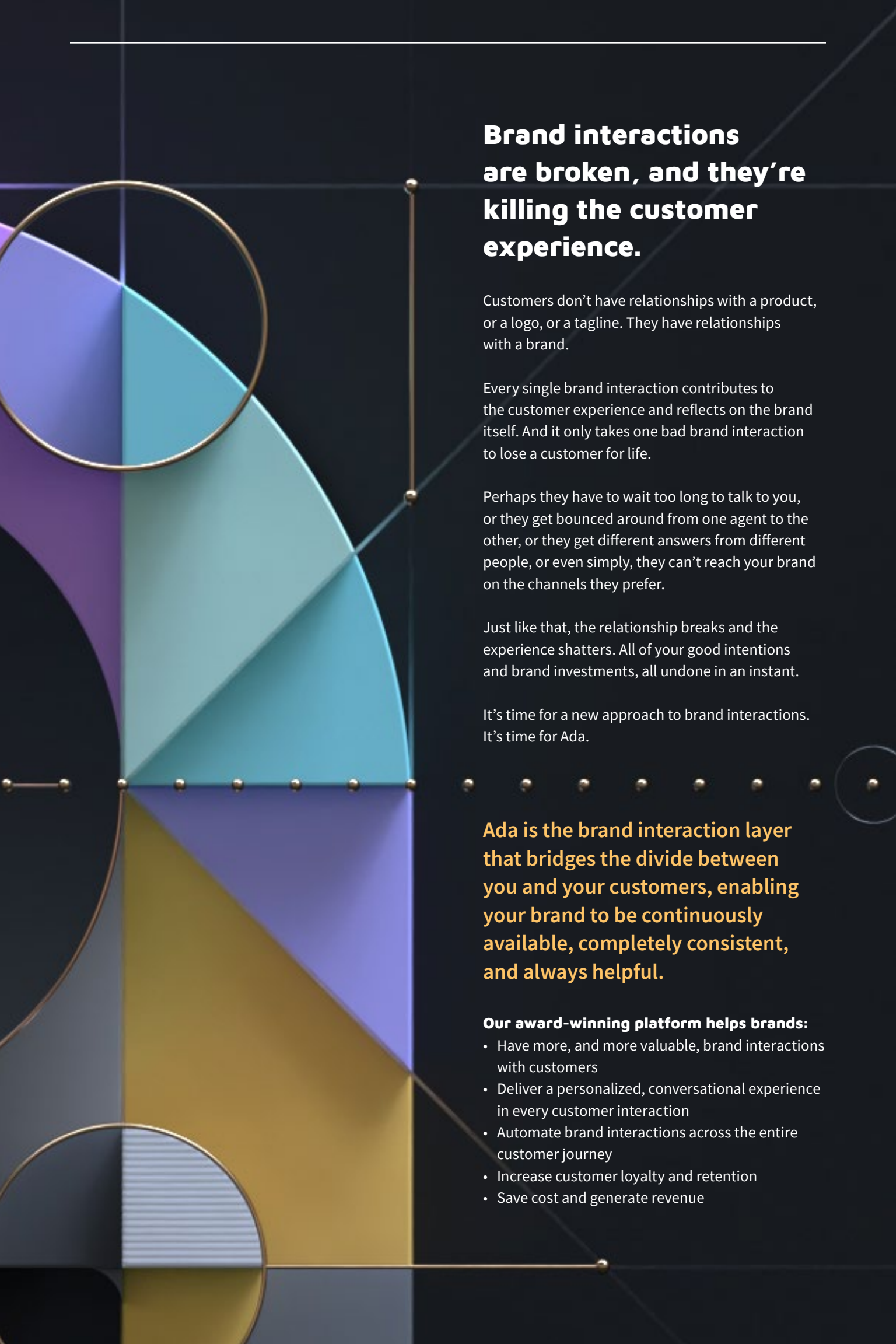


**Deliver on your brand promise.
Talk to customers more.**





Brand interactions are broken, and they're killing the customer experience.

Customers don't have relationships with a product, or a logo, or a tagline. They have relationships with a brand.

Every single brand interaction contributes to the customer experience and reflects on the brand itself. And it only takes one bad brand interaction to lose a customer for life.

Perhaps they have to wait too long to talk to you, or they get bounced around from one agent to the other, or they get different answers from different people, or even simply, they can't reach your brand on the channels they prefer.

Just like that, the relationship breaks and the experience shatters. All of your good intentions and brand investments, all undone in an instant.

It's time for a new approach to brand interactions. It's time for Ada.

Ada is the brand interaction layer that bridges the divide between you and your customers, enabling your brand to be continuously available, completely consistent, and always helpful.

Our award-winning platform helps brands:

- Have more, and more valuable, brand interactions with customers
- Deliver a personalized, conversational experience in every customer interaction
- Automate brand interactions across the entire customer journey
- Increase customer loyalty and retention
- Save cost and generate revenue

How is Ada different?

We have a fresh perspective on brand interactions, and can empower you to turn tickets into people, and one-time customers into long-term relationships.



Customers see the Ada difference in major ways:

01

Brand interactions with Ada foster trust and deepen customer relationships, improving customer retention and lifetime value.

SITE VISITORS WHO CHAT ARE

2.8x

more likely to convert and will spend

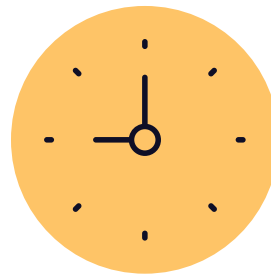
60%

more than those who don't

03

Brands can cost-effectively scale to interact with more customers, while also improving agent productivity and their impact on the bottom line.

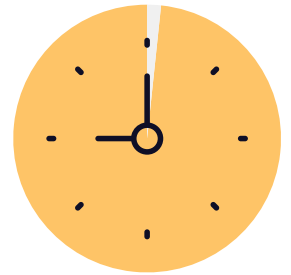
ADA RESULTS



BEFORE ADA

+1 Hour

customer support wait times



AFTER ADA

-1 Minute

customer support wait times

02

Ada empowers brands to be proactive in their interactions, and automate actions on behalf of customers to reduce their effort.

33%

increase in engagement rate with targeted, proactive campaigns

33%

faster in opportunities entering pipeline when using the book a meeting flow

04

Ada spans the entire customer journey, empowering brands to drive revenue from both new and existing customers with automated brand interactions.

UP-SELL REVENUE



BEFORE ADA



AFTER ADA

8x increase

in ancillary product revenue



More to love

We want to make it as easy as possible for brands to succeed and grow with Ada. We do that with:

No-code platform

Non-technical teammates who know the customer best are given the power to build meaningful conversational experiences for those customers in Ada’s no code, drag-and-drop platform.

Out-of-the-box integrations

Ada integrates out-of-the-box with your tech stack to facilitate a rich and personalized conversational experience in every customer interaction.

Speedy time to value

Our AI capabilities guarantee that brands can get up and running quickly, and start to see value in 30 days after launch.

Consistent, omnichannel brand experience

Ada helps brands provide consistent experiences to customers around the world, with support for many languages in the most popular digital interaction channels, including web chat, WhatsApp, and Facebook Messenger.

ACX Framework

Ada has developed a proven Automated Customer Experience (ACX®) Framework, Academy, and Community to help every brand plan and execute their own ACX strategy.

“Ada has empowered our customers to self serve when able, and connect with our Sales or Support teams when additional support is needed. Serving all of our customers in a quick, efficient way while delivering happiness is very important to us. Ada has helped us scale to achieve that goal.”

LINDSEY LIRANZO
SEGMENT HEAD - GLOBAL ONLINE
SALES DEVELOPMENT, ZOOM



“Ada has made it possible for our support team to punch above its weight in every way, supporting our global community of 80 million people with conversational AI. Ada instantly resolves hundreds of thousands of customer inquiries each year. We also use Ada’s integration with Zendesk to streamline how we create and prioritize tickets. We’ve saved thousands of hours for our support agents, and have been able to continuously scale a high quality support experience for our international customer base both on our website and in-app.”

BARBARA OTT
HEAD OF COMMUNITY WELLNESS, WATTPAD



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