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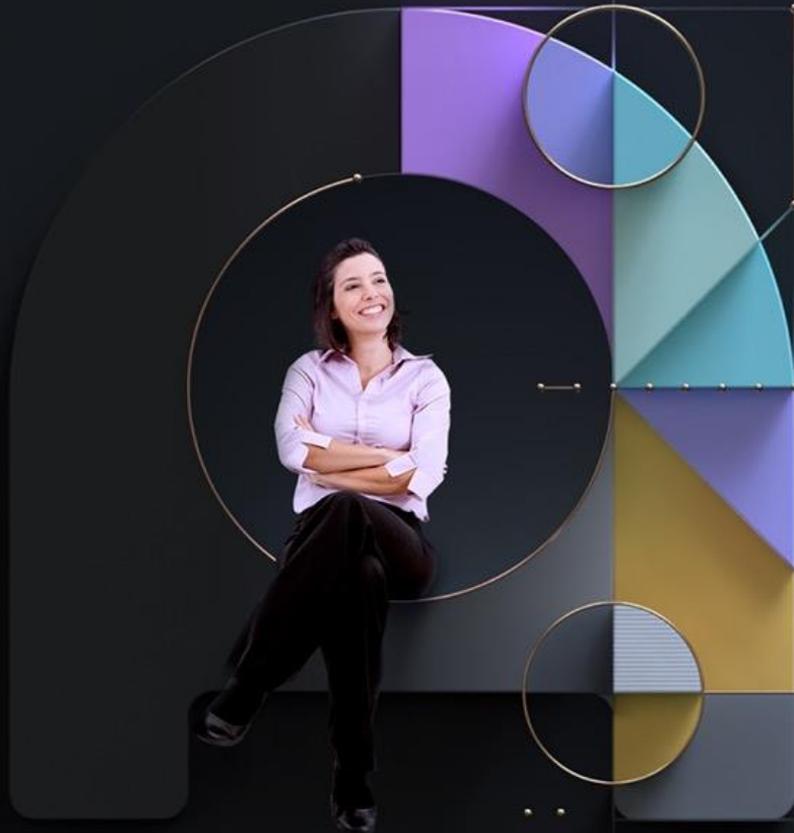**Come check out how to use Automation and AI to enhance your CX**

Nick Stocking
Sr Channel Manager – Strategic Alliances

David Mendez
Channel Manager

We help brands attract a
Thriving and *loyal fanbase*
By **automating first**,
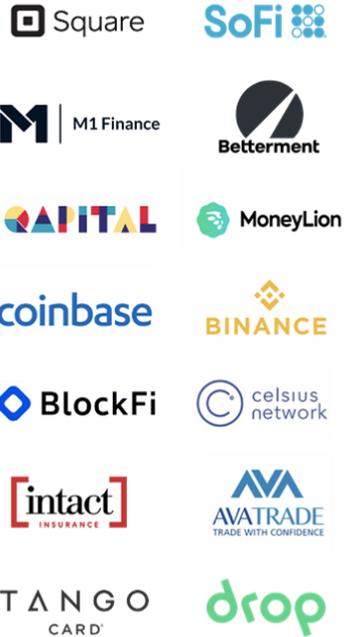Then utilizing their humans wisely

Agenda

- Why Ada?

- Target Verticals & Customer Profile

- Ada Demo

- Use Cases

- How To Spot A Deal
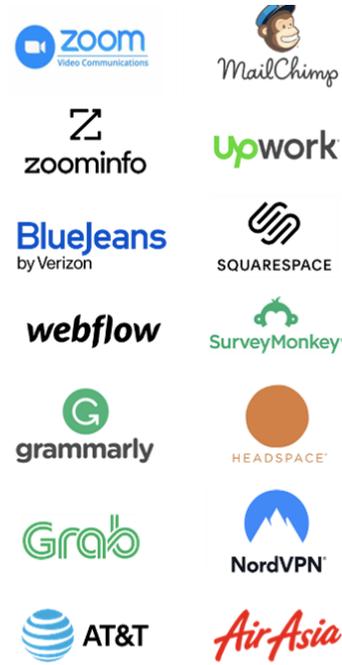
- Q&A

The World's Most Successful Companies Trust Ada

Banking & FinTech

Square · SoFi · M1 Finance · Betterment · QAPITAL · MoneyLion · coinbase · BINANCE · BlockFi · celsius network · intact INSURANCE · AVATRADE TRADE WITH CONFIDENCE · TANGO CARD · drop

E-Comm & Retail

oculus from facebook · shopify · freshly · iHerb · tile · arlo · Blueair · cricut · DOLLAR SHAVE CLUB · BLACK RIFLE COFFEE COMPANY · CORSAIR · BOXY CHARM · SHAPERMINT · BULK POWDERS PERFORMANCE DELIVERED

Saas & Technology

ZOOM Video Communications · MailChimp · zoominfo · upwork · BlueJeans by Verizon · SQUARESPACE · webflow · SurveyMonkey · grammarly · HEADSPACE · Grab · NordVPN · AT&T · AirAsia

Why Ada

Time to Value

- **Fastest ROI** by integrating seamlessly into the CX platform to provide a 30% reduction in agent support volumes in under 30 days.

- First version of the bot built by Ada's Expert ACX team

Ease of Ownership

- **Easy drag and drop** interface built for non-technical users to train and manage complex conversational automation so you can leverage your whole organization to create the best customer experience

Market Leading AI

- **Better recognition rate** when compared to Watson, LUIS, Dialogflow, Lex, Wit and others since it relies on intent-recognition rather than word matching-making the NLP training much simpler

- Can understand slang, jargon, and abbreviations to increase recognition and containment rates

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Time to Value • Ease of ownership • Market Leading AI

Pre-Built Integrations

Ada launches fully integrated into our customers CX Platform in under 30 days.

Containment

Guaranteed 30% reduction in agent support volume at time of launch (Average containment across Ada Customers is 70+%.)

Open API's

Connect Ada with your back end systems with our integrations or use our Open API's

Ada Engage

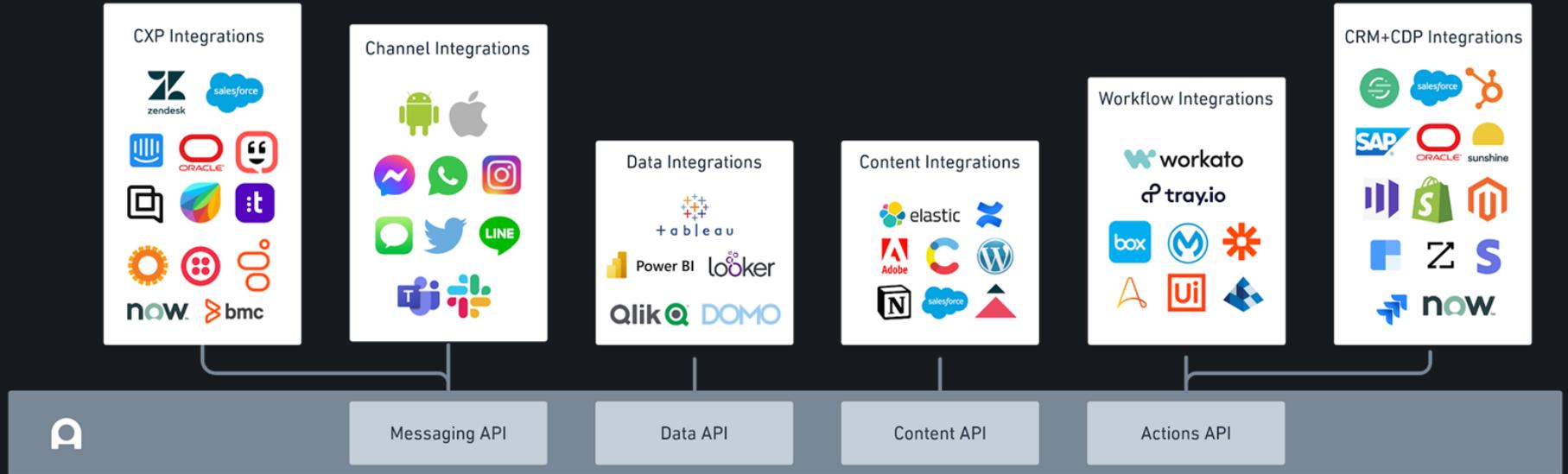Use Ada to proactively engage with the end user for upsell opportunities and increase valuable customer interactions.

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Time to Value • Ease of ownership • Market Leading AI

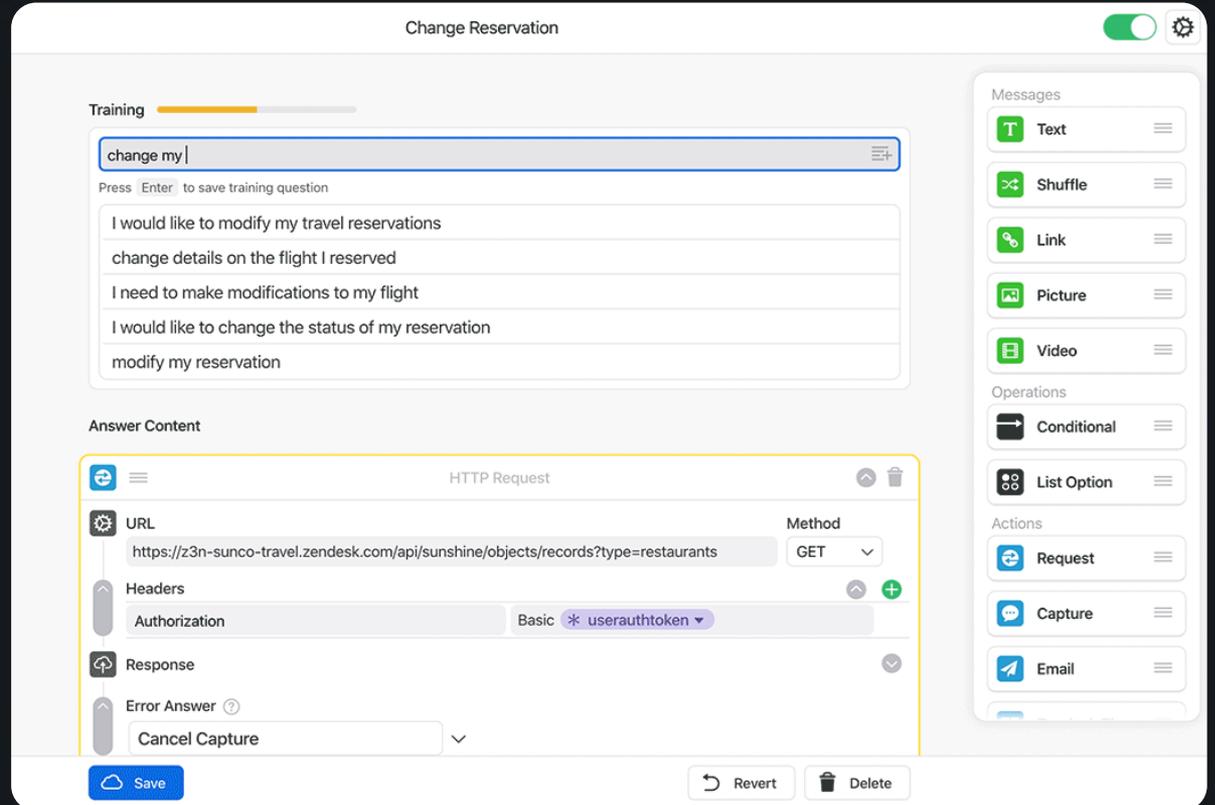Ada integrates across the **entire tech stack** to automate CX

Time to Value • Ease of ownership • Market Leading AI

No Code Platform

Easy and Accessible

Codeless drag and drop
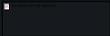User Interface

No Technical
Background Required

Replicate best reps

Personalize interactions

Empathetic to customers

CX Skills at scale

Time to Value ● Ease of ownership ● **Market Leading AI**

Analytics

Intuitive and easy to use dashboard that provide real time analytics on the bots performance

Personalization

Prioritize and allocate resources to deliver the appropriate level of service to the right people at the right time

Bot Improvement

An AI Chatbot progressively teaches itself through reinforcement training the more customers use Ada the better Ada gets.
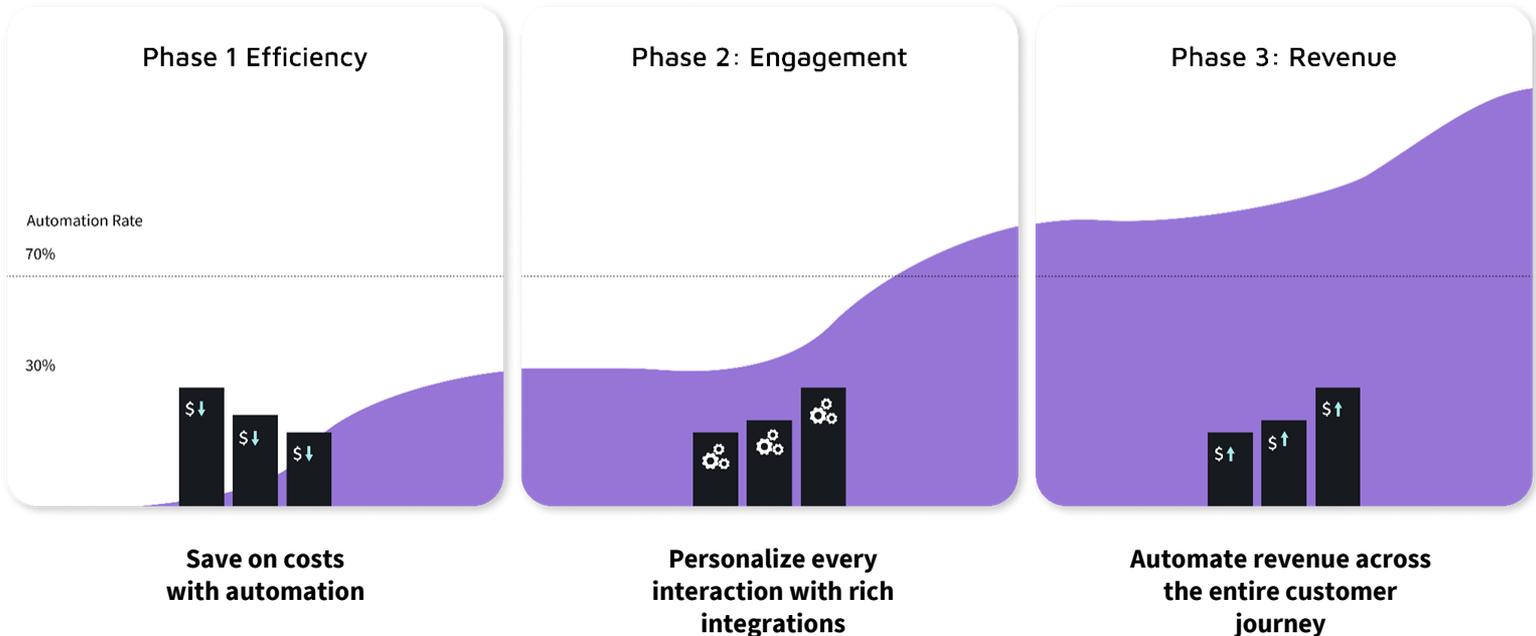
Proprietary Software

Our proprietary software uses word intent rather than word matching

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Solving for Business Outcomes

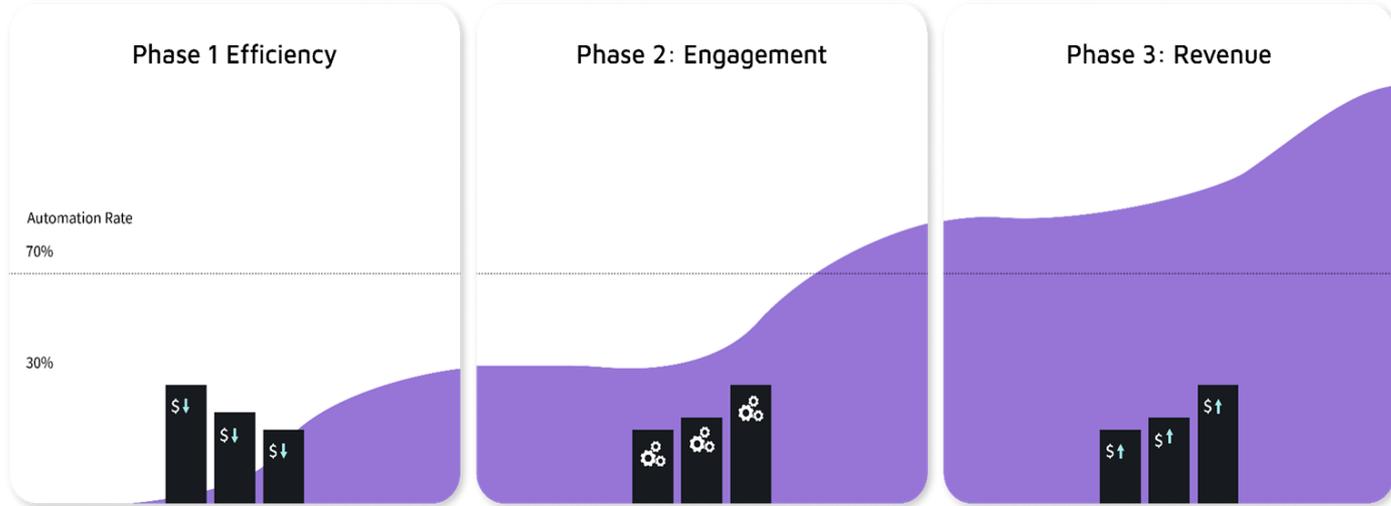## Transform CX into a profit-center and differentiator

Phase 1 Efficiency

Save on costs with automation

Phase 2: Engagement

Personalize every interaction with rich integrations

Phase 3: Revenue

Automate revenue across the entire customer journey

Be the hero!

Drowning

Phase 1 Efficiency

Automation Rate

70%

30%

Coming up for air

Phase 2: Engagement

Floating

Phase 3: Revenue

Flying

A Taste of Ada
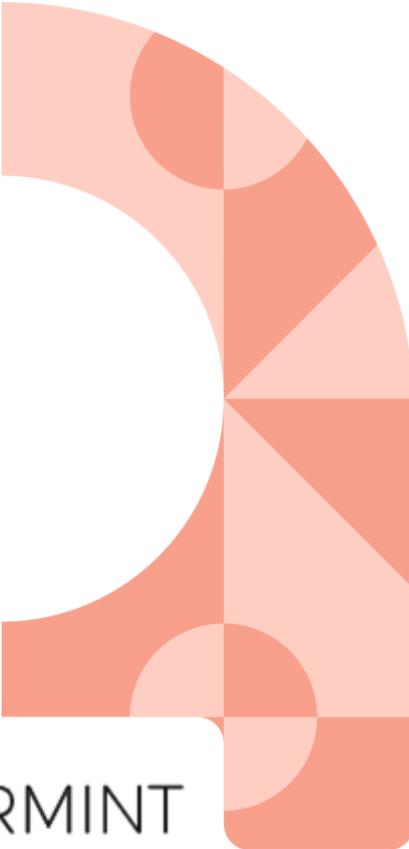
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Case Study: Ecommerce

Pain Points

- Explosive growth caused overwhelming support tickets for orders

- Needed to integrate with backend systems
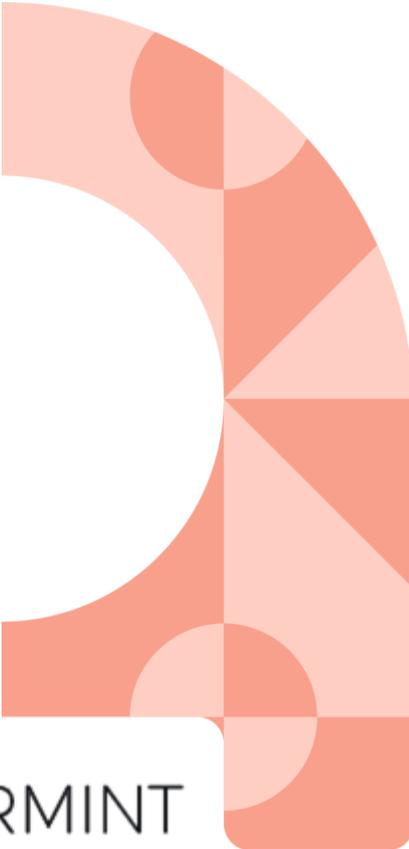
- 70% Email, 30% Live Chat

- 50 Agents

- 89% CSAT

SHAPERMINT

Case Study: Ecommerce

Business Outcomes Achieved

- Shifted support to 50% Email, 50% Chat

- 55% deflection, automating 75% of WISMO contacts, reduced contact rate by 38% while doubling sales

- 15% Increase in daily customer interaction

- Cost Savings allowed Shapermint to **hire 20 more Sales Agents**

- **98% CSAT**

SHAPERMINT

Case Study: FinTech

Pain Points

- **Manual processes** to support end-users only using live agents

- **Long wait times** due to agents being unable to handle the escalating volume

- End-users had **limited support hours** of 8:30 am to 5:30 pm leaving them with a frustrating customer experience

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Case Study: FinTech

Business Outcomes Achieved

- **50%+ of inquiries solved without live agent**
- **25k** monthly customer inquiries solved through automation
- **24/7** chatbot available instantly to support

_____

"We're a technology company, and our **value comes from providing people with fast, smart and mobile-first solutions**, so when it came to selecting the right chatbot, Ada fit our goals in every way."

- Nimrod Barnea, VP Customer Experience
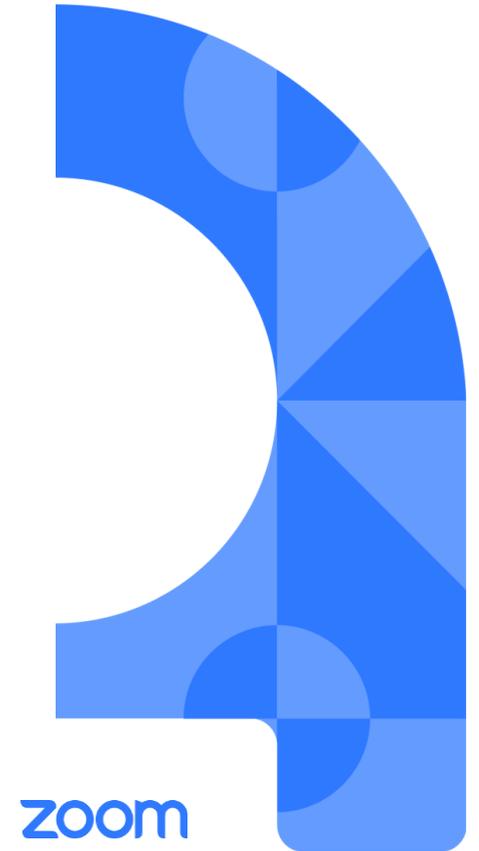
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Case Study: SaaS

Pain Points

- Needed to build top priority flows for marketing and support

- Rapid customer growth due to pandemic

- No automated sales qualification process

zoom

Case Study: SaaS

Business Outcomes Achieved

- Launched Ada in **30 days** to all website users
- 25% Reduction in time spent qualifying leads
- 33% reduction in live chat handle time
- 19,000+ sales reps hours saved

zoom

Ada's Ideal Customer Profile

	Mid Market	Enterprise
Employees	100-1000	1001+
Average Deal Cycle	60-90 Days	3-6 Months
Ideal Client Profile	• 5+ Support Agents • 5,000 Monthly Support Tickets • 100,000 Web hits	• 75+ Support Agents • 75,000 Monthly Support Tickets • 800,000+ Web hits
Verticals	• Ecommerce/Retail, Banking/FinTech, SaaS, Internet, Telco, Travel	• Ecommerce/Retail, Banking/FinTech, SaaS, Internet, Telco, Travel

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Question Consultants Ask

- How **many support tickets** do you receive every month and is it **growing**?

- Where do your customers resolve support questions, on your website or by calling support?

- What are you doing to **increase customer self-service** and what could be optimized?

- Are you looking to **decrease wait times** for your customers to get in touch with support?

- Would your clients benefit from **proactively engaging with their end-users** to reduce cart abandonment, increase sales, and enhance CX?

Tools to Support you

- [Email Templates](#)

- Chrome Extensions
  - [Similar Web](#)
  - [SimilarTech Prospecting](#)

- [Case Studies](#)

- Account Mapping Sessions
  - [Schedule time with Nick](#)

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Use Cases and Examples -> https://www.ada.cx/use-cases

Filter by Industry, Use Case, or Integration

✓ Filter by Industry
Education
FinTech
Gaming
Health
ISP
Retail
Shipping
SaaS
Travel

✓ Filter by Use Case
Account Details
Authentication
Booking Meetings
Conversion
Escalation
Event Sign Up
Feedback
Greeting
Lead Capture
Lead Qualification
Onboarding
Order Tracking
Personalize Support
Pricing
Product Recommendations
Promotions
Purchase
Referral
Routing
Sales Handoff
Support Handoff
Troubleshooting
Upsell
Software Provisioning
Automate IT Tickets
IT Troubleshooting

✓ Filter by Integration
Booking System
CRM
Custom
Customer Experience Platform
Delivery Experience Platform
Ecommerce Platform
ERP
Event Platform
Knowledge Base
Live Chat
Marketing Automation Platform
Meeting Booking System
Metadata
Multilingual
SSO
Website
Okta
ServiceNow Ticketing
CMS

Why Ada beats the competition

Technical Platforms

amazon   Dialogflow

IBM Watson

Agent Desktops

salesforce

INTERCOM   zendesk

New Entrants

Certainly.

netomi   aivo

Build vs. buy decision	**Automation as a module**	**Only credible player at scale**
✓ 30-day time to value vs. 1-2 years ✓ Agility for non-tech teams vs. complex change management ✓ 1/20th the maintenance and management costs with Ada	✓ Best in class NLU vs. forced flows ✓ Automation 1st vs. low investment in AI and Automation, with agent-seat based pricing ✓ Simple deployment vs. complex deployment requiring integration partners	✓ 80% automation rates vs. 30% deflection rates ✓ Proven global enterprise deployments vs. limited regional impact ✓ Out-of-the-box enterprise integrations vs. code-heavy systems ✓ Full automation platform vs. module-based chat bots

Your Team

Nick Stocking

Sr Channel Manager,
Strategic Alliances

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M: 435-512-6489

David Mendez

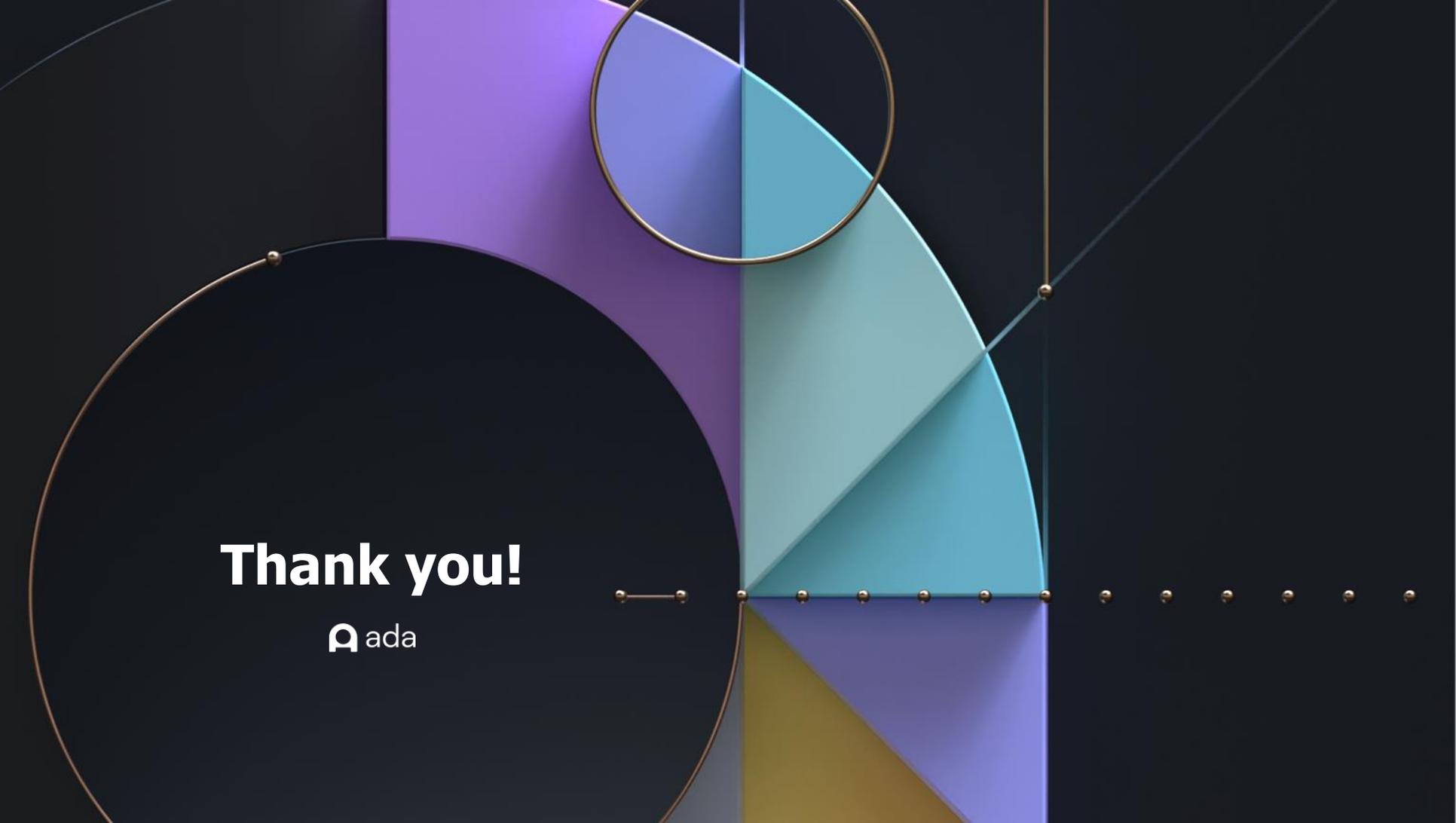Strategic Partnerships

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Q & A

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Join the cause to
Help brands attract a
Thriving and loyal fanbase
By **automating first**,
Then utilizing their humans wisely

Thank you!

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Appendix

Use Cases

zoom

When a company receives a **high volume of repetitive or one-touch tickets**

When COVID interrupted both our personal and professional lives in early 2020, Zoom's business skyrocketed overnight. Ada helped Zoom automate 70% of all inquiries, saving their sales agents 19,000+ hours by taking an automation-first approach to CX.

SHAPERMINT

When a company wants **self-service support** for **order tracking, upsells and refunds**

With Ada's integration into Shapermint's Shopify instance, customers have been able to self-serve 75% of their order tracking inquiries. With Ada, Shapermint has increased their daily customer engagement by 15% and doubled their revenue through chat assisted sales.

When a company needs **advanced routing that intake forms can't solve**

cdbaby

CdBaby is utilizing Ada to segment users based on variables such as language. They route English inquiries to live chat agents, while conditionally routing conversations in other languages to support tickets that can be answered async.