

## THE ADA + GLADLY INTEGRATION ENABLES A BEST-IN-CLASS AI & HUMAN HANDOFF EXPERIENCE

Ada is your first line of support, automating 80% of customer interactions best suited for self-serve. For high-value interactions, Ada hands off to customer service heroes via live chat, social channels, email, and phone support.

Your customer service heroes on Gladly are armed with full transcripts, AI-powered conversation summaries, and customer data to quickly understand context and speed up the resolution time.


Having all conversation history and customer data in a single chronological customer view in the Gladly dashboard, brands can now see customers as people they have a life-long conversation with, not a bunch of tickets.


I want to return my order.

Hi Jane! Let me connect with an agent to assist you with your order!

Connected with an agent!

Hi Jane! I am so sorry that you want to return your items. Are you interested in an exchange for other items you might like better?





## SELF-SERVE, NO-CODE PLATFORM FOR SCALABILITY

Ada’s intuitive drag-and-drop building interface allows non-technical CX teams to build and launch a conversational AI chatbot in 30 days without technical lift.

## FLEXIBLE INTEGRATIONS = HYPER PERSONALIZATION

Leverage all data sources and client-facing channels to create the best omnichannel, hyper-personalized shopping experiences for your customers by easily connecting Ada to your existing ecommerce tech stack without a single line of code.

Flexible API-agnostic and out-of-the-box integrations include OMS platforms like Shopify and Magento, social channels like Facebook Messenger and Whatsapp, and any data enrichment platforms.

## FUEL CHAT-ASSISTED SALES WITH CONVERSATIONAL AI

Serving as the automation layer that connects customers with your brand, Ada’s AI-powered chatbot predicts what customers need, interacts with them in the way they want, and is available at any time to assist them through their pre- and post-purchase journey.

With Ada being the 24/7 virtual clerk assistant, your customer service heroes on Gladly are reserved for revenue-generating opportunities and empowered to build on valuable customer relationships with high efficiency.

*“Ada integrates with our Shopify instance to resolve 75% of WISMO questions in seconds. Our agents have more time to spend connecting with our customers, and going the extra mile to solve complex problems. Our customers and our agents are happier and more empowered.”*




LORISSA ANCHETA  
Director of Customer Care @ Shapermint

## PROACTIVE CAMPAIGNS TO UNLOCK MORE SALES

With data enrichment, brands can proactively message customers with personalized coupons, offers, and marketing content that can boost engagement, increase add-to-cart rate, prevent abandoned carts, and convert successful checkouts.

Cool Shop Bot


Hey Lily! Welcome back. 🌟  
Check out our new collection!



Flame Yellow - \$165.00

Keep your cool in the summer sun with our collection of spread collar short sleeve shirts.

View Details



Beach Jack



The Beach Jack jacket as it is a dreary aftern...


View

Which one would you like to buy?

Flame Yellow

View your order and check out now!

Was this helpful?  

Powered by  ada

SHAPERMINT

15%

75%

increase in daily customer engagement

resolution of WISMO inquiries via Ada’s conversational AI

20

Additional agents hired thanks to cost savings

SHAPERMINT

“When our company grew from 0 to 4 million customers in two years, it was nearly impossible to scale our one-to-one customer experience at the same pace. **Now with Ada, our agents have more time to connect with customers to solve complex problems and our customers always have quick access to help right when they need it.**”



LORISSA ANCHETA  
Director of Customer Care @ Shapermint

INDIGO

14%

\$150k

reduction in orders with customer service requests

saved in support costs by automating order tracking inquiries

30k

customer inquiries automated in the first 6 months

Indigo

“Indigo is a customer-centric retailer, and everything we do is focused on putting our customer first and providing joyful experiences. Knowing that our customers have a positive delivery experience aligned with our brand promise is exciting.”



LOREN KOUSAIE  
VP, Corporate Sales & Customer Service @ Indigo

As the market leader in Automated Customer Experience (ACX), Ada is the only conversational AI platform purpose-built to support a scalable, automation-first customer experience strategy.

By diminishing dependence on IT and uncovering new opportunities for revenue, Ada's automation is designed to transform reactive CX models to proactive, personalized profit generators. Headquartered in Toronto, Ada’s automation and AI enables clients around the world, like TELUS, AirAsia, and Zoom to power meaningful touch points across the entire customer journey and empower CX professionals to succeed.

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