



HFS Hot Vendor: Ada

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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The volume of customer interactions is growing exponentially while customer expectations continue to evolve. Many companies, particularly those in high growth mode due to pandemic-induced consumer behavior changes, struggle to simultaneously manage customer inquiry volume and ensure a consistent experience. The Ada conversational AI (artificial intelligence) platform helps companies address customer experience (CX) at scale through automation. Ada's automated CX framework helped its clients power more than one billion interactions last year.

Ada uses conversational AI, natural language processing techniques, and automation to interact and address consumers' queries.

Highlights of the Ada platform include

- **Language-agnostic automated conversations facilitate customer interaction.** Using natural language understanding (NLU) capabilities, Ada developed a model with multi-lingual understanding and intent recognition to simplify customer service, sales, and marketing interactions.
- **Integrating customer data from multiple platforms into Ada-powered interactions enables cross-platform collaboration.** Direct messaging in social media pages integrates customer queries. When a human touch is required, Ada routes customers from instant chat to live agents within the same chat interface. Brands can integrate Ada with any agent messaging software, including Zendesk, Salesforce Service Cloud, and Oracle.
- **Non-technical teams can customize the platform with no-code tools to meet customers' needs.** Ada's consultants provide support setting up the platform, reducing the dependency on IT.

- **Ada can unlock a trove of interaction data to allow a brand to develop customized moments for customers,** helping build actionable steps to surface immediate responses for future engagements.

The platform offers Ada Engage, Ada Support, and Ada CX (customer experience):

- **Ada Engage** is a no-code conversational AI offering that helps brands drive revenue with conversation automation. It enables proactive, two-way engagement with customers across channels. It segments customers and customizes campaigns based on their unique actions and interests. It captures their engagement and interests in a conversational experience rather than via static form filling. It adds insights and analytics to help in tracking campaigns, customer engagement, and revenue conversion.
- **Ada Support** uses conversational AI to offer personalized and scalable customer response support. Ada interacts and provides instant response 24*7 without requiring a human customer agent's presence. Ada personalizes the resolution of diverse topics for customers, building brand loyalty and giving human customer agents time to focus on providing solutions for outlier issues. Ada Support assists agents by providing customer and conversational context at their fingertips with searchable knowledge base content, helping improve time to resolution.
- **Ada CX** integrates Ada Engage and Ada Support into a CX platform to offer consistent automation across the entire customer journey. The platform helps contain support costs, automate conversion, accelerate customer onboarding, increase product adoption, promote new products, personalize offers, and reduce churn.

One of Ada's flagship client stories is Zoom. [Ada helped Zoom](#) scale its marketing and support teams to grow from 10 million to 300 million daily meeting participants between December 2019 and April 2020. With Ada-powered interactions, Zoom reduced its chat support time and saved valuable hours for Zoom sales agents with automated

interactions and lead qualification. Ada clients praise its ease of use and integration as major factors enabling a good experience with the platform. The clients also reported high customer satisfaction (CSAT) levels and improved CSAT for agent-assisted interactions because it enabled agents to focus on those interactions.

HFS' take

As a critical pillar of the HFS OneOffice, customer experience must be an investment priority for successful enterprises. HFS has been following the conversational AI market over the past several years and has noted it's a crowded marketplace with lots of hype. Enterprise customers require straightforward solutions addressing their challenges and desired outcomes rather than the next "AI-powered chatbot" and myriad features. Ada offers a simple message and commitment to customers: "scaling customer interactions with personalized automation."

We name Ada an HFS OneOffice™ Hot Vendor because it is a conversational tool supporting the important CX element of OneOffice with personalized experiences while capturing valuable data to help constantly improve customer experience. Ada was built on the foundation of customer service but is expanding into marketing and sales, a smart play to further bridge the gaps in the front-office experience.

Vendor factsheet

- **Founded:** 2016
- **Headquarters:** Toronto, Canada
- **Key executives:** Mike Murchison and David Hariri, Founders
- **Funding sources:** Series C financing led by Spark Capital
- **Number of clients:** 270+
- **Notable clients:** Zoom, AirAsia, Grab, and LiteBit

Solution portfolio

- **Ada Engage:** Automates interactions to power revenue generation and conversion.

- **Ada Support:** Automates interactions to increase self-service rates and empower agents with faster time to resolution.
- **Ada CX:** The full-suite offering combines Ada Engage and Ada Support.

Industry coverage

- FinTech, travel and logistics, telecommunications, media,

Partnerships

- Salesforce, Oracle, Zendesk, ServiceNow, Shopify, HubSpot, ZoomInfo, Clearbit, Segment, Meta, Pardot, Magento



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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