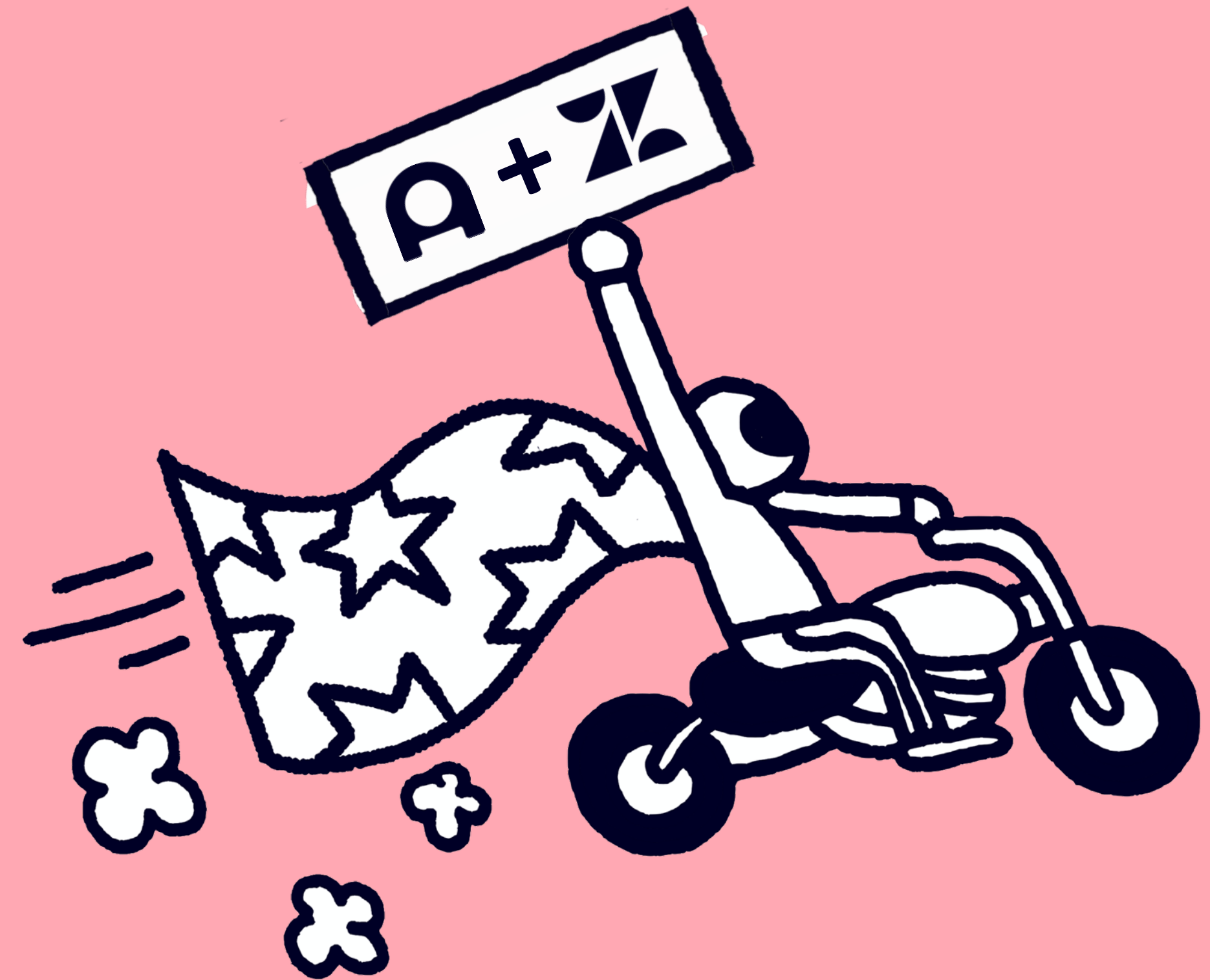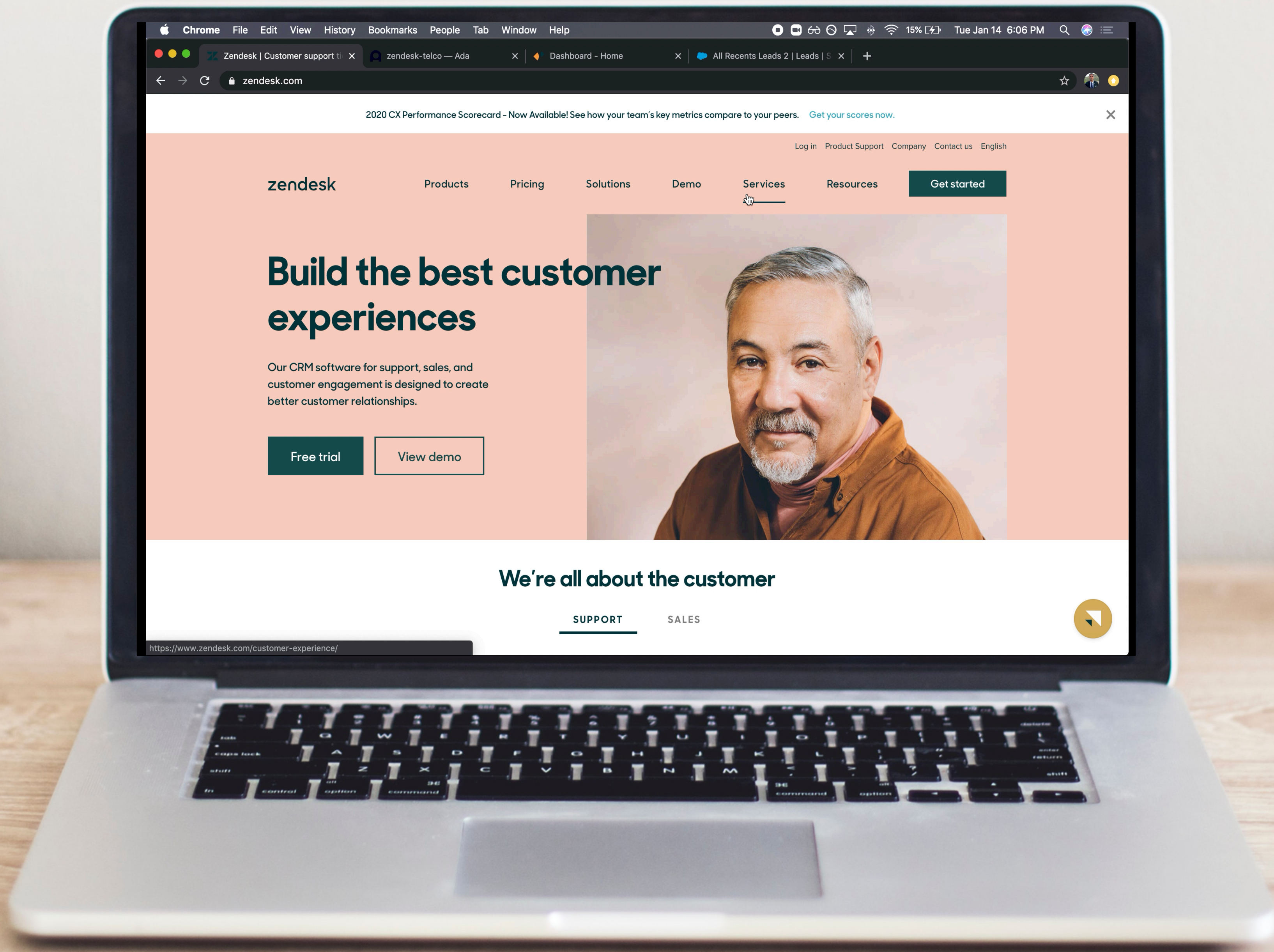# Win more logos and expand existing accounts with Ada's chatbot automation
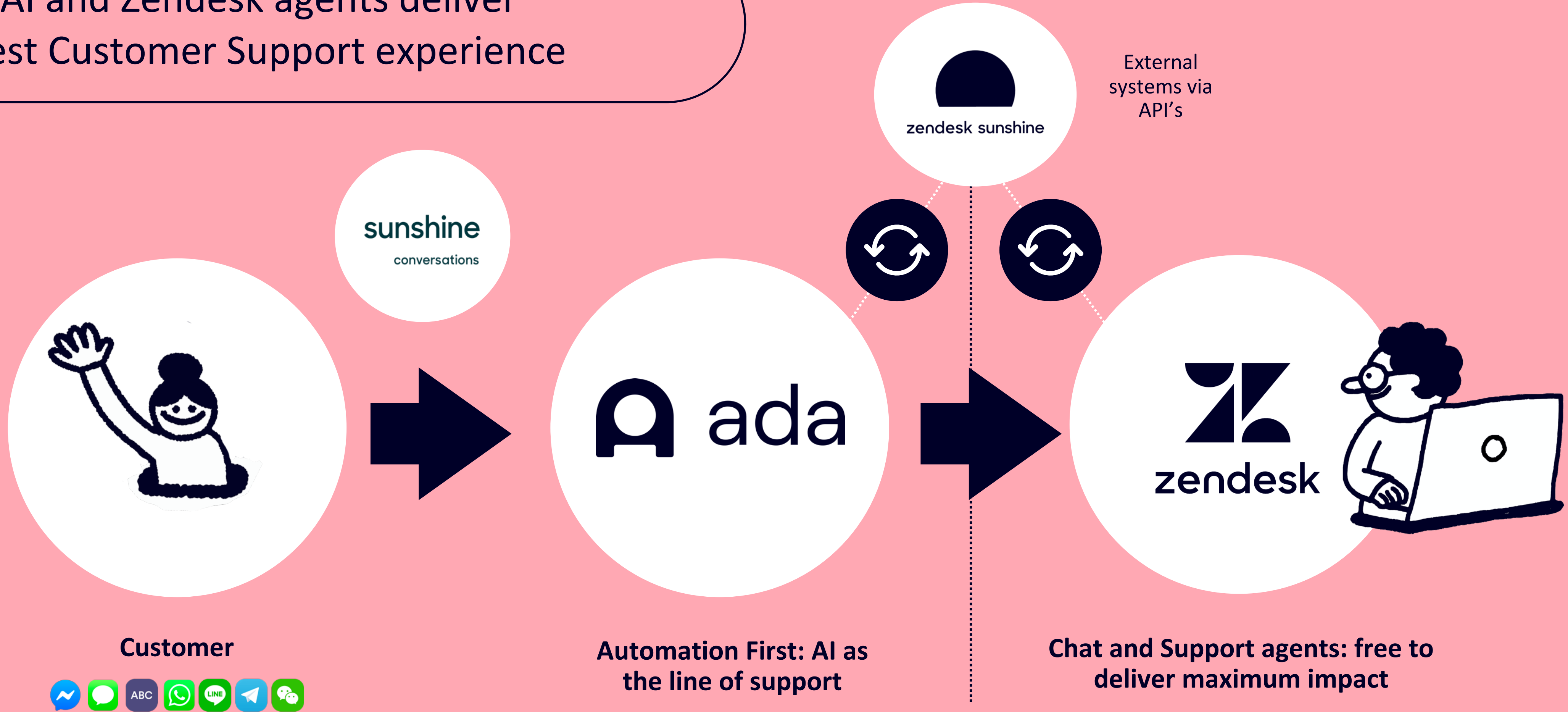
01.
Ada + Zendesk
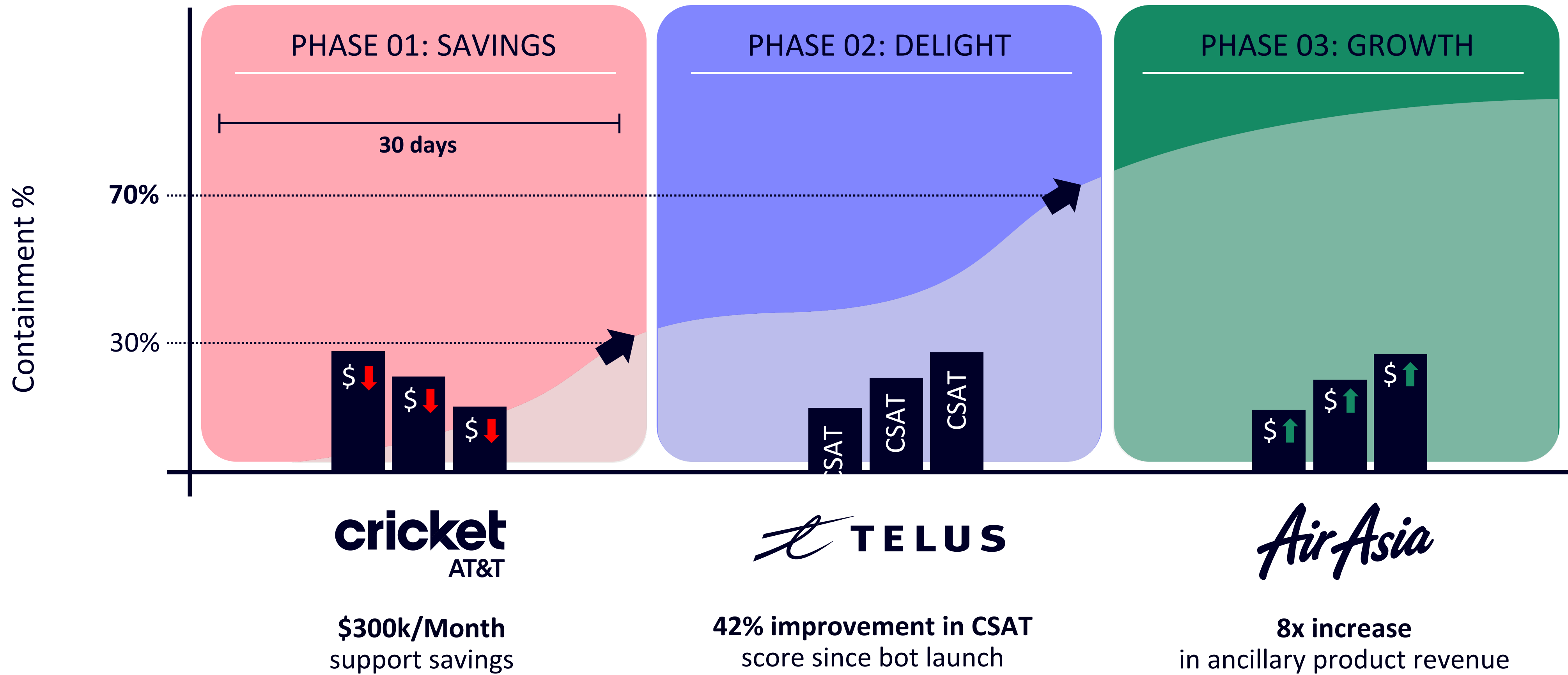
[Click here to watch Ada in action](#)

Ada's AI and Zendesk agents deliver
the best Customer Support experience

External
systems via
API's

zendesk sunshine

sunshine
conversations

ada

zendesk

Customer

**Automation First: AI as
the line of support**

**Chat and Support agents: free to
deliver maximum impact**

Ada drives digital support transformation in 3 phases

PHASE 01: SAVINGS
PHASE 02: DELIGHT
PHASE 03: GROWTH

30 days

Containment %

70%
30%

cricket
AT&T

TELUS

AirAsia

$300k/Month
support savings

42% improvement in CSAT
score since bot launch

8x increase
in ancillary product revenue

Ada connects customer data from disparate systems and deliver automated support

WhatsApp

App user 1

App user 2

App user 3

PIPELINE

ada

shopify

zendesk

salesforce

Custom Data Warehouse
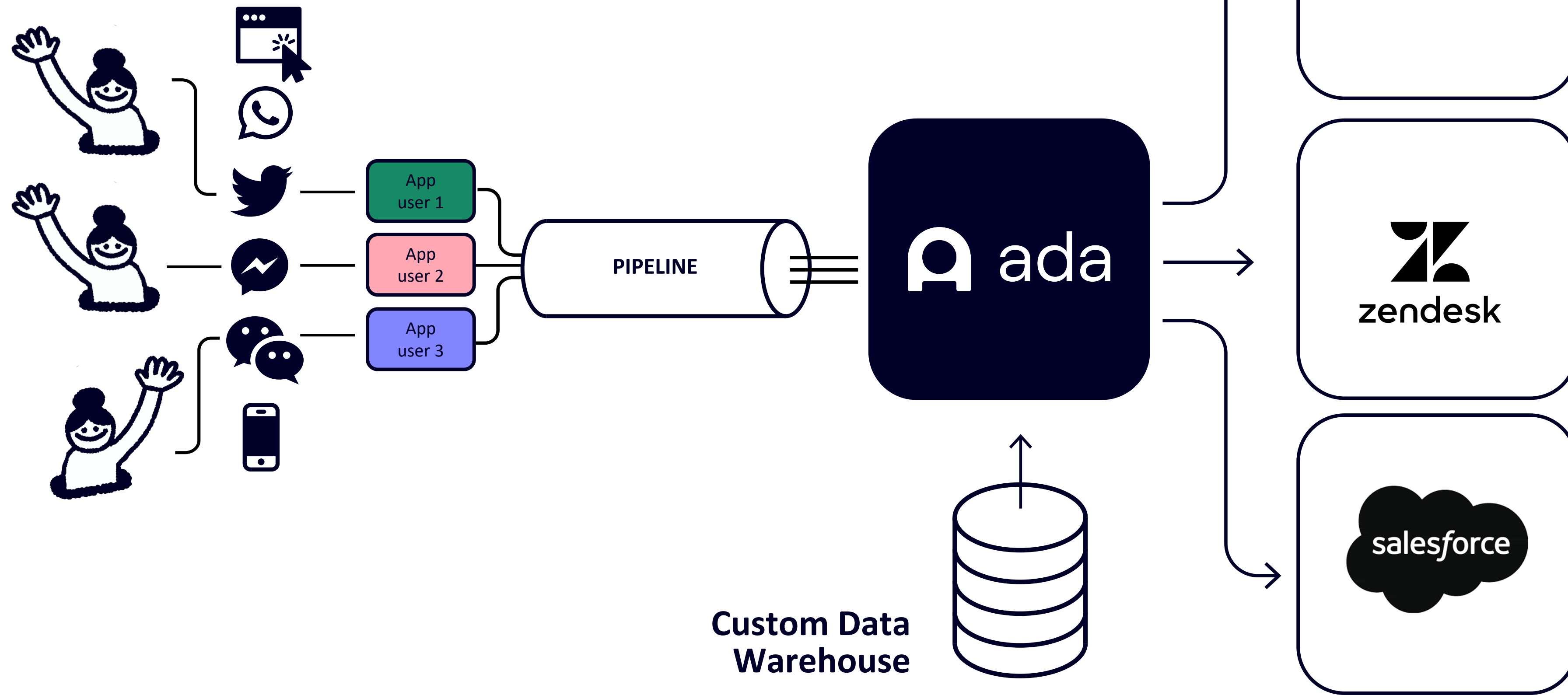
Ada is Zendesk's top Chatbot Automation partner

- **Launches in 30 days:** Ada launches fully integrated with Zendesk in just 30 days and guarantees a 30% reduction in agent support volumes. Our average containment across customers is 70%

- **Non-technical ownership:** Answer flows are built with a codeless drag and drop interface owned by Zendesk agents. System Integrators like Zerviz can be utilized to easily bring 3rd party API's into Ada to deliver highly personalized experiences

- **Market leading AI:** Ada is purpose built to answer complex customer support inquiries. It automates over 100M messages a day with an 84%+ accuracy rate

Ada's automation helps Zendesk
beat competitors and expand accounts

1. **Win new logos:** Ada promotes Zendesk as their top partner and has brokered intros to accounts like **BoxyCharm's** $12K MRR deal from Kustomer

2. **Expand Accounts:** Ada has helped increase Zendesk's revenue on **57%** of 2020 accounts with an average **39%** increase in MRR.

3. **Reduce Churn:** Ada has worked directly with Zendesk's Customer Success team to protect existing accounts like **Zoom, Squarespace and Digicel** by delivering the automation needed to scale

"Together with Zendesk & Ada, we at Qapital were able to deliver the best mix of automation and agents. This combination has enabled us to manage and scale our business to serve over 1.9 million users and help them save more than $1 billion while maintaining a 4.8 or above rating in the app store. Users appreciate the blend of speed and expertise Ada and Zendesk allow us to provide."

Nimrod Barnea
VP Customer Experience and BD

QAPITAL

Our customers are being recognized as top CX providers

Anna Skidmore · 1st
Vice President, Customer Experience at Boxy Charm
1h ·

I am thrilled to share that Newsweek has ranked BoxyCharm as the 2021 #1 provider in the Food, Health and Beauty space for outstanding Customer Service! Congrats to our service teams who are the heartbeat of o ...see more

↑ New posts

Newsweek
AMERICA'S Best **CUSTOMER SERVICE COMPANIES**
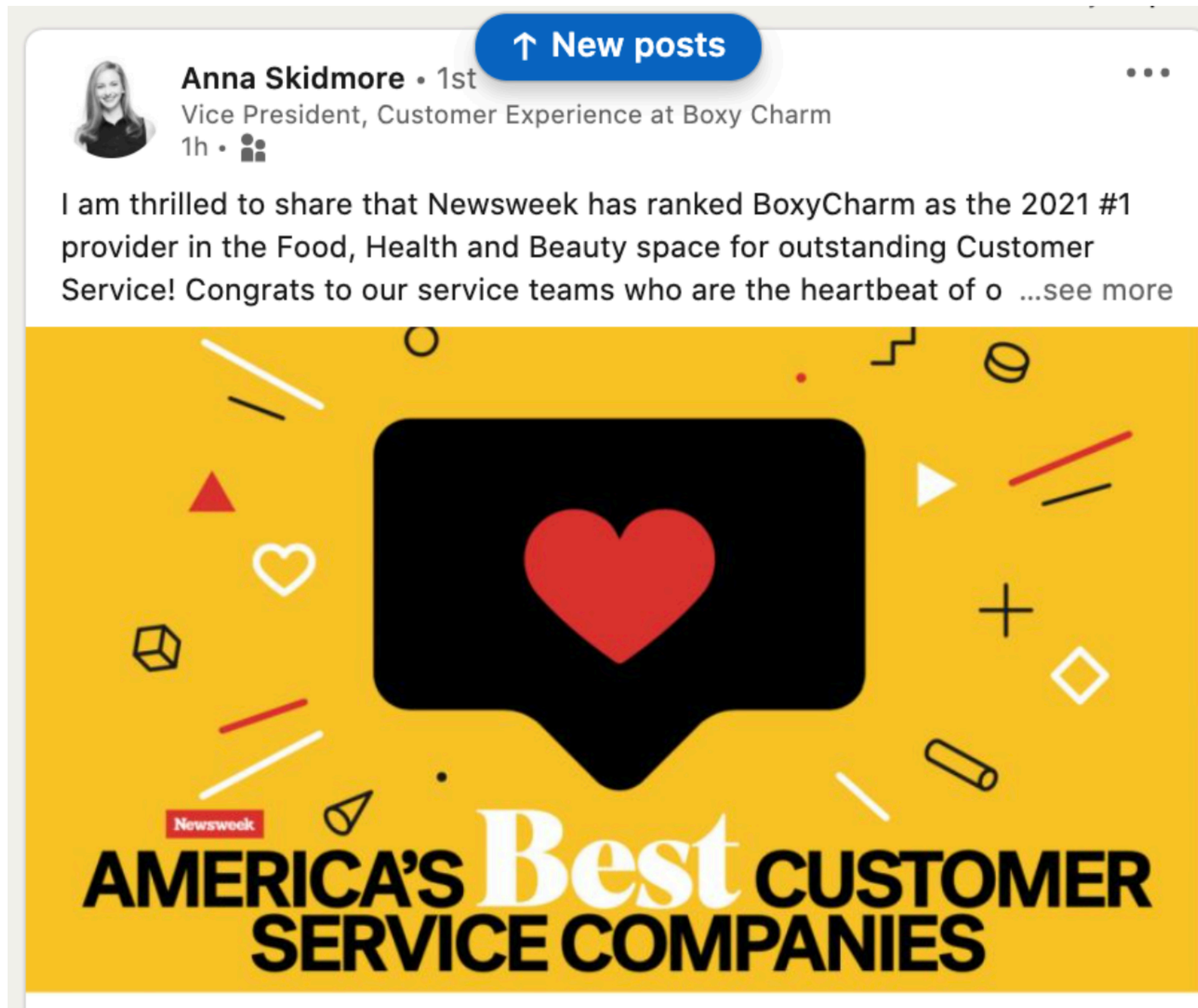
FACEBOOK for Developers   Products   Programs   Docs   More   Get Started

Grab

Enhancing customer service with a multilingual automated Messenger experience

Their Story

A multipurpose app

Founded in 2012, Grab began as a ride-hailing service in Malaysia, but has since evolved and is now a super-app company with a strong presence throughout Southeast Asia. With the Grab app, people can book transport, order takeaway from restaurants, have groceries delivered, hire home repair professionals and pay bills.
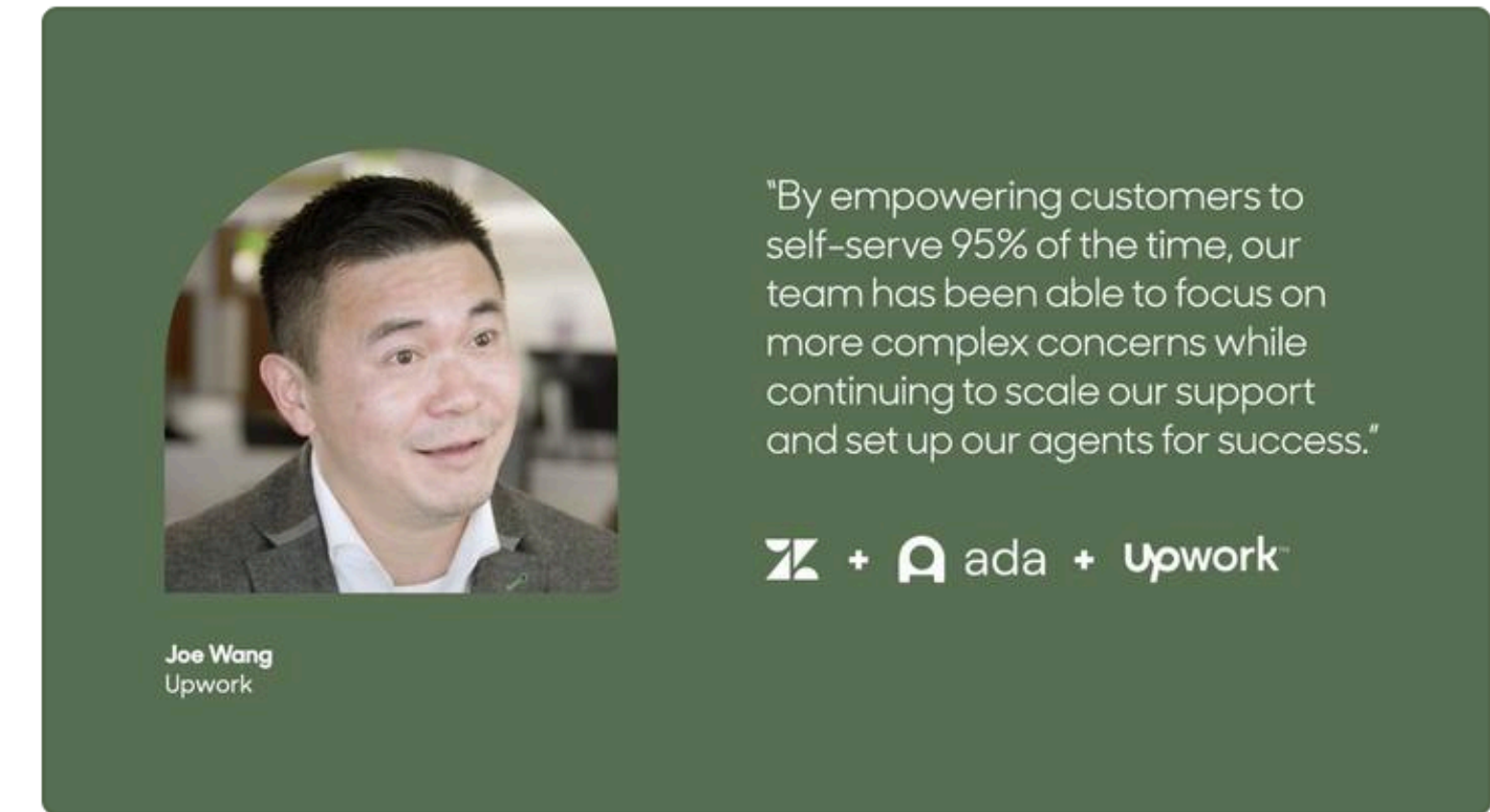
Together, we have best in class shared accounts

100+ shared accounts

FACEBOOK

mailchimp

zoom

Upwork

iHerb®

23andMe

SoFi

NordVPN®

SinDelantal

Digicel

SHAPERMINT

SQUARESPACE

Grab

MoneyLion

Zendesk @Zendesk

By combining Zendesk and @AdaSupport, @Upwork is able to provide instant answers to their clients and independent professionals. https://zdsk.co/AdaPlusZendesk
https://pbs.twimg.com/media/EZwtMohWsAM7n-j.jpg

Twitter | Today at 12:13 PM (61 kB) ▾

"By empowering customers to self-serve 95% of the time, our team has been able to focus on more complex concerns while continuing to scale our support and set up our agents for success."

+ ada + Upwork

Joe Wang
Upwork

02.
Ada Pattern Matching

Ada's pattern matching scenarios for helping Zendesk accounts

1. When competing with CXPs that have their own chatbot solutions like Salesforce, Kustomer and Freshworks

2. When a company needs to scale but cannot hire the headcount to support their volumes

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

4. When a company wants to self-service support like order tracking, upsells or refunds

5. When a company wants scalable multilingual support
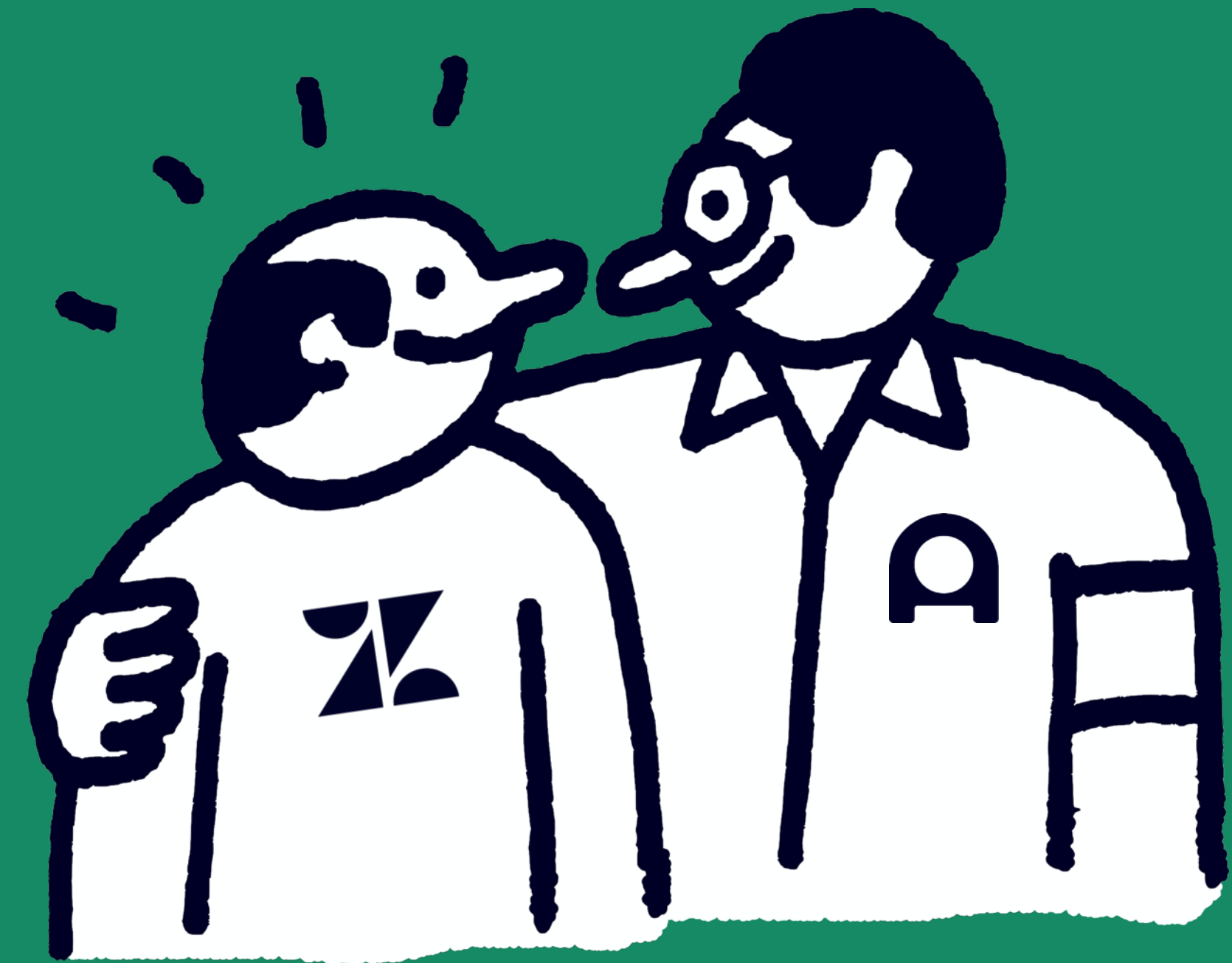
zoom

1. When competing with Salesforce Service Cloud and Einstein

Ada protected Zoom from Service Cloud and Live Agent by outperforming Einstein's chatbot. With Ada, Zoom can deliver support and sales with Zendesk Chat while automating lead creation in Salesforce. Ada supported Zendesk's 2-year pooled seat deal totalling $1.6M and Zoom's growth from 10-300M daily users.

Edgenuity®

2. When a company needs to scale but cannot hire the headcount to support their volumes

Our chatbot has been able to address nearly 70% of the requests it gets, leaving more of our support agents available to help customers who need more assistance, and Ada seamlessly brings in one of our live agents in Zendesk when the customer needs more help."

Jason Burtamekh
Product Support Manager

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

"With Ada and Zendesk, we are now able to offer 24/7 support to our artists around the globe. We rely on our Ada bot to provide instant self-service to millions of users, then triage and route more complex questions for our human support team in English, Spanish, and Portuguese."

Priscilla Shaw
Improvement and QA Specialist

SHAPERMINT

4. When a company wants to self-service support like order tracking, upsells or refunds

With Ada's integration into Shapermint's Shopify instance, customers self-service on 75% of their order tracking inquiries. They have improved CSAT to 98%, increased daily customer engagement by 15% and doubled their revenue from chat assisted sales. They have re-invested their savings into hiring 20 full-time staff to avoid their previous seasonal hiring peaks.

5. When a company needs scalable multilingual support

With Ada, Zendesk customers can build and train a single bot that converses in over 100 languages. Grab is using Ada to deliver automated support on social channels across Asian markets.

Bringing Ada into a customer discussion is an opportunity to create a new narrative and drive expansion

1. **Upsell Enterprise Chat**

2. **Upsell to Enterprise Suite and Agent Workspace**

3. **Upsell to Social Messaging and Sunshine Conversations**

4. **Increase adoption of Talk, Sell, Sunshine CRM**

Ada is the right fit for Zendesk accounts with 10+ agents

- **10+ Agents:** Ada works for accounts with 10+ Zendesk agents

- **Pricing based on feature set:** Ada's pricing generally falls between $2,000 MRR to $8,000 MRR for Commercial customers, and $12,000+ for Enterprise

"Zendesk excels from a tech perspective in improving human-to-human interaction. Ada is the automation layer that sits on top of it to enable Zendesk to focus on its core beliefs"

Cody Fergusson
Enterprise Account Executive
at Zendesk

1. Join the slack channel

 #ada-zendesk-ext

2. Post about the opportunity

Please include:
1. Company Name
2. Enterprise, Commercial or SMB
3. Prospective or Existing customer
4. Description of the opportunity

3. Connect with an Ada rep

Ada generally responds within 30 minutes and guarantees a same day response for messages received between 9 am – 5 pm EST. Inquiries sent outside of business hours will be responded to the following business day.

Thank you!

Zendesk partner contact: Micah Dulak| micah.dulak@zendesk.com
Ada partner contact: Ben Nachmani | ben@ada.support | 1-647-469-5511

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Learn more about Ada + Zendesk