

The Modern CX Playbook



Ebook

Part one: ACX framework fundamentals

This playbook provides practical instructions for reorienting your customer support organization around an automation-first strategy.

This should not be a heavy lift or take years to achieve.

Quite the opposite—the right people, process, and tools will position your organization for greater efficiency and revenue generating opportunity—inside of just 30 days.

With Ada's ACX Framework, you will future-proof your organization and drive competitive advantage.



Here's how

Setting the stage

Introducing automation to improve the customer experience has become table stakes. More than 65% of consumers today prefer self-service over agent support (Zendesk).

As customer expectations for self-service continue to rise, so too does business investment in AI-powered automation technology. According to Forbes, 83% of executives say AI is a strategic priority for their business, with 84% believing it will give them a competitive advantage.

And yet, without a practical approach for implementation and governance, the results of AI will fall flat. A Gartner survey of CX leaders revealed a low level of preparedness when it came to addressing customer-facing AI.

What does this tell us about the state of automation in customer support? While many companies know what they need to do, they don't know how to do it.

That's precisely the gap our proven ACX Framework fills - it helps organizations transform their customer support strategies to realize greater efficiency, improved CSAT and increased profitability.

What is ACX

At Ada, we define ACX as 'Automated Customer Experience'. But it's not just about adding self-service as an afterthought or half-hearted option. ACX is the practice of introducing AI-powered automation as the front line of brand interactions. This strategy should underpin the entire customer journey.

While introducing AI can bring instant engagement across digital channels, ACX is about ensuring both long-term ROI and Customer Satisfaction (CSAT) by integrating automation as a part of a broader digital strategy.

Ada's ACX approach has enabled enterprise organizations to shift their customer support model from a cost center to a profit center. The ACX Framework transforms the role of AI from a quick fix to a strategic solution, bringing results that make things better for an organization's customers, agents, and bottom line.

“ACX should always be the front line of brand interactions. An automation-first strategy prioritizes human engagement and drives greater efficiency.”



MIKE MURCHISON
CEO and Co-Founder of Ada

Putting ACX into action: How does it work?

The ACX Framework provides step-by-step instructions to guide your business from ideation to chatbot launch to full-on customer adoption.

Because we've delivered over \$100M in cost savings and millions more in new revenue for chatbot customers across the globe, our ACX Framework has proven credibility.

Ada's three-phase approach allows your team to introduce automation with speed and increasingly deeper levels of personalization and functionality.

Each phase is tailored to meet the interests of your business, as your support strategy matures and automation begins to deliver tangible results.

We've mapped every step in your ACX journey so you don't have to.

Phase 1

Launch automation-first strategy

Phase 2

Personalize the automated experience

Phase 3

Uncover new revenue

Broadcasting the value of ACX

Rolling out Ada's ACX Framework brings new benefits to stakeholders both inside and outside your business.

It's a win-win-win - for the customer, the live agents supporting them, and the business providing the service.

Understanding that there may be concerns about shifting from a traditional model, it's important to communicate these wins to all stakeholders.

For your customers

With Ada on the front line solving 70%+ of inquiries, customer wait time is diminished and replaced with self-service across channels.

Ada raises CSAT by reducing time to resolution and improving the experience when customers need human assistance. Time to first touch is swifter and repetitive, frustrating conversations are diminished.

AI enables segmented routing, connecting customers to the agent best qualified to help them.

It all adds up to a better overall experience, which boosts CSAT, drives loyalty, and supports LTV.

For your brand

Putting automation first allows for a scalable support model at a controlled cost.

Greater headcount does not necessarily translate into improved customer satisfaction; an automation-first strategy frees you from a human resource-based model that grows exponentially in cost. As your customer support needs change, and with automation on the front line, you can easily add new channels and languages, support new products, and keep up with consumer demand.

“Ada's proven ACX Framework allowed us to reorient our support resources to focus on automation at the front end of our customer service strategy. As we continue to build out the ACX Department, we are driving efficiency, improving CSAT and NPS score and empowering our support team to have more impact in the full user experience.”



BAS LUCIEER, LITEBIT
ACX and Business Intelligence Engineer

90% **80%+**

reduction in agent
handle time 90 NPS

interactions solved
without agents

90 NPS

[Read Case Study](#)



For your agents

While many CX professionals fear automation will replace them, a strategic ACX approach can transform their roles from mundane to meaningful. By taking the repetitive tasks off their plates, agents are free to focus on higher-value conversations that drive revenue. Ada captures conversation context and passes it along during hand-off, which makes it easier for the agent to excel in their role. Boosting job satisfaction reduces attrition, which is both costly and detrimental to quality service.

For your bottom line

Most organizations think customer support is a cost center, but with ACX you can transform it into a revenue generator. In addition to reducing the costs associated with agent attrition and customer churn, by automating cross-sell, up-sell, and payments, you can uncover new streams of revenue.

For your CX reputation

As you introduce ACX, it's important to keep your customers in the know to drive adoption and demonstrate the time-saving benefits of automation.

We recommend following our Best Marketing Practices (provided below), to demonstrate the value ACX is bringing to your customer, while elevating your support organization as a leader within your industry.

“Putting automation first is bold – but with Ada we can ensure we’re living up to our promise of providing a better customer experience. We’re achieving operational efficiencies while also keeping customers happy.”



RANJAN GILL, KOODO
CX Manager

2M **100k**

automated
conversations

hours of saved
customer effort

Step-by-step best practices for marketing your ACX

① Introduce the chatbot to customers

Take your time educating customers about why you launched a chatbot and how they will benefit from this new tool. Remove questions about your chatbot's value by providing the information upfront, including:

- No more wait times
- 24/7 access: link all available channels
- Multilingual capabilities
- Easier live agent access

Communicate the value of your automation-first approach on social media, direct mail, press releases, email marketing, and retail/in-store signage and collateral.

② Promote automation-first across your support/help page

- Don't hide your chatbot - make it front and center on your support/help page. To drive adoption after your chatbot is up and running, you may want to remove access to other support channels (phone numbers, email addresses) and lead with chatbot access on your website, in app and social properties.

③ Continue educating customers, old and new

Communicating the benefits of your chatbot should not be 'a one and done' effort. Conduct ongoing marketing outreach to demonstrate the value of self-service, using information and insights specific to your own unique chatbot results, including:

- # of customers supported with self-service
- % of inquiries solved without agent support
- # of hours of customer time saved
- % reduction in wait time
- % increase in CSAT

Execute awareness campaigns during peak seasons with traditionally high ticket volumes and long wait times, including Boxing Day, Back to School, and Black Friday/Cyber Monday.

④ Elevate your CX reputation

Rolling out ACX has driven transformational results for our clients, who have been recognized with global CX awards following their introduction of Ada's automation. These awards not only put our clients at the frontier of their industries, but also top of mind for customers.

We encourage your team to apply for local, national and global awards specific to:

- Best Use of AI/Automation/Chatbot
- Best Digital Transformation/Innovation
- Best Customer Service/Customer Service Operator



Sample client awards after introducing Ada

Mailchimp: 2020 4 Gold & 1 Silver Stevie Awards for Customer Service

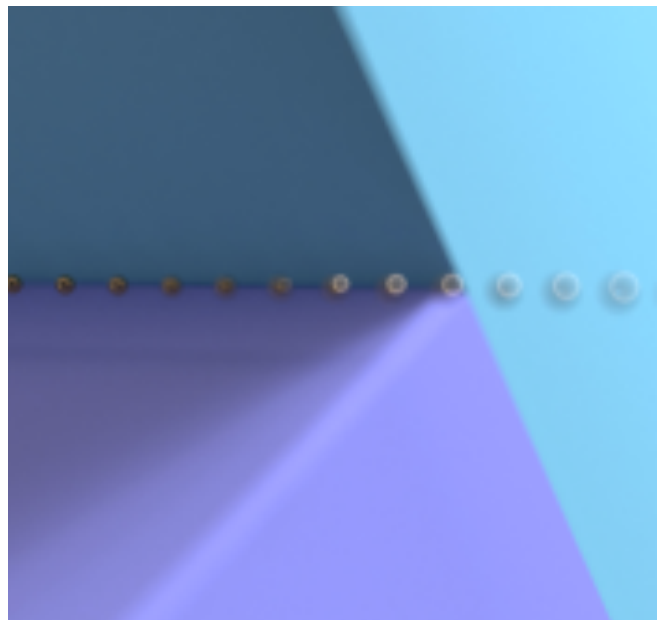
Betsson: 2019 EGR Operator Awards: Customer Services Operator of the Year

AirAsia: Pacific Digital Transformation of the Year, IDC DXa 2019

Koodo: 2019 Global Telecoms Awards: Best Digital Transformation Project Finalist

Telus: 2019 Stevie Award for Sales & Customer Service

Linode: 2019 People's Choice Stevie Award for Favorite Customer Service



PART TWO:
Enabling the ACX framework

Phase one: Introducing automation-first for cost savings

This phase prepares your business with the right people, processes and tools to launch an AI-powered chatbot, designed to resolve at least 30% of customer inquiries in under 30 days.

Phase one KPIs

- 30 days to launch a chatbot
- 30%+ of inquiries solved without live assistance
- 80% of top case drivers addressed with automation

Your builder tools

Ada Lite or Ada Live

- Automation-first support channels: website, in-app, WeChat, Facebook Chat and IVR (SMS)
- Ada Glass: introduce a seamless AI-to-live agent escalation
- Capture Block: collect customer information to inform both your AI and agent-powered conversations
- Message Block: build engaging customer experiences with videos, emojis, pictures and GIFs that shuffle to keep the content fresh
- Analytics dashboard: use data to guide performance and improvements that underscore your automation-first approach



Your team

It is important to have the right resources behind the scenes building and managing your solution.

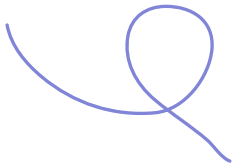
In this phase, you'll want to assign a part-time 'Bot Manager', one key internal resource responsible for leading the build and launch of your chatbot. The Bot Manager is responsible for building the chatbot, measuring and enhancing its performance, and leveraging analytics to drive strategy.

We recommend tapping your best customer service professional - who knows your business better than anyone - to take on this new role. The ideal candidate comes with strong communication and copywriting skills, as well as a seasoned understanding of inquiries and complaints.

“Unlike other tools on the market, it doesn't take a developer to build with Ada. Instead, an active member of our agent support team is able to divide her time between managing our AI-powered chatbot and assisting customers with live human-to-human support.”



NIMROD BARNEA, QAPITAL
Vice President of Customer Experience



25k

monthly automated conversations

50%

of inquiries solved without agents

[Read the Case Study](#)

Bot Manager

INTERNAL STAKEHOLDERS

Executive Sponsor

IT

Agents

Marketing

Bot Manager

The position doesn't require any new skills; just a solid knowledge of your business. Nevertheless, it's important to set your Bot Manager up for success. We recommend connecting them with key internal resources who will assist in launching, testing and driving adoption of your new automation-first strategy.

Executive Sponsor

Assign an Executive Sponsor to guide the broader support strategy, including setting goals and budget, and presenting results.

Titles may include (or be similar to):

- VP/Director of Customer Service
- VP/Director of Customer Operations
- VP/Director of Customer Strategy

IT

Engage an IT Representative to test and launch your automation across internal and external channels. They should be familiar with your organization's technical backend and can manipulate code to seamlessly integrate Ada.

Agents

Before your chatbot goes live, invite five customer service agents to test drive Ada. The more seasoned the agent, the better the feedback.

Marketing

Align with your marketing team so they can broadcast the good news when your automation goes live. Follow our Best Marketing Practices to drive customer awareness and adoption.

Your process

Once you've established who your Bot Manager will be, it's time to execute Phase One with a focus on building and launching your chatbot to solve 30%+ of customer inquiries without agent intervention.

Have your Bot Manager follow these steps:

① Determine channels and handoff

- Identify all the channels to launch automation. Be sure to think about all conversational platforms your customers use, including Facebook Messenger, WeChat, Twitter, SMS and Apple Business Chat.
- It's important to consider the customer's 'handoff' experience from AI to agent. That's why the next step is to determine the best method for escalating a customer from chatbot to live chat. For example, will the customer be escalated using Ada Glass, which allows the agent to support the customer within Ada's chatbot? Through email tickets? To a call center? Etc.

② Identify and automate top inquiries

- With so many customer questions, it can be challenging to know where to begin. We recommend identifying the top five to ten key customer inquiries. You'll soon discover this small percentage of issues actually comprises the majority of inquiries.
- Once key case drivers are determined, you're ready to build your chatbot using Ada's easy-to-use Answer Editor. Start by automating answers and conversation flows that solve the top inquiries identified in the previous step.

③ Request for feedback

- Once your chatbot is able to solve key case drivers, it's time for internal review. After identifying your five agents for internal testing, your IT Rep can easily deploy the chatbot for a trial.
- Using this trial and feedback, analyze the data and make the necessary changes to revise content and strengthen chatbot performance.

Best Practice: For best results, have your Bot Manager host a two-hour workshop that leads agents through a series of steps to guide their review. Consider preparing a list of questions and a marketing sheet to consolidate and streamline feedback.

④ Publicize your automation

- Shifting customer behaviour requires proactive communication. Work with your marketing team to keep customers in the loop. Follow our Best Marketing Practices to introduce self service and herald the benefits of shorter wait times and faster issue resolution.
- Leverage all marketing channels including social media, direct mail, press release, email marketing, and retail/in-store signage and collateral.

⑤ Launch and measure

- Once the chatbot has been tried and tested and your customers are aware of the change, it's time to launch your chatbot, ready to serve as the first line of support across all selected channels.
- Don't just set it and forget it. Use your chatbot's analytics to identify opportunities to improve its performance. This can be done by modifying or automating further inquiries to ensure the highest containment rate and most positive experience possible. Optimization is key!



Phase two: Delighting customers with a highly-personalized experience

Now that your self-service solution is up and running - and solving hundreds if not thousands of daily customer inquiries - it's time to take your chatbot to the next level.

Phase two of Ada's ACX Framework is about raising your CSAT by evolving your chatbot from answering low-tier questions with generic responses, to automating actions with personalized content.


Let customers do more, in less time. Now, you are ready to delight customers with more options for self-service, which shortens wait times further and frees agents for more high-value, human-to-human interactions.

Phase two KPIs

- Improved customer satisfaction (CSAT)
- 60%+ of inquiries solved without live assistance
- 10-20% of all conversations are personalized
- 60% reduction in customer wait times
- 70% reduction in agent-assisted tickets

Your builder tools

Ada Advanced

- Analytics dashboard: chatbot analytics that uncover new opportunities for personalized automation
 - APIs and integrations: easily connect Ada with existing customer information systems
 - Conditional Block: pre-set conditions that instantly personalize chatbot content and vary the level of support provided to every customer
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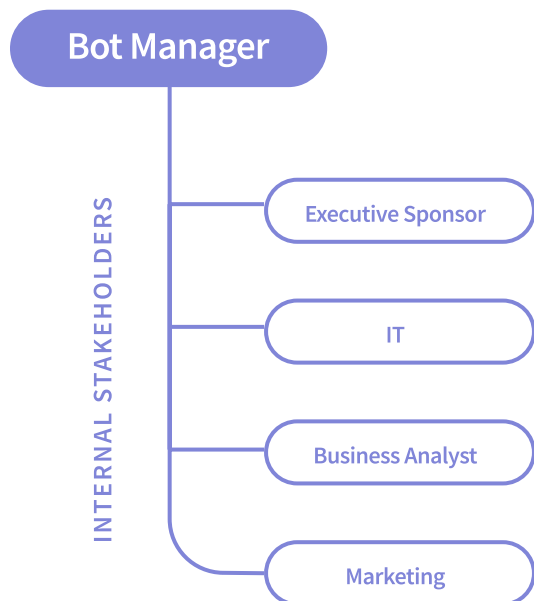
Your team

With Ada automating 30%+ of customer inquiries, in phase two your Bot Manager is freed from their previous duties, to focus 100% of their time on managing and improving your ACX. Now in a full-time position, the Bot Manager can focus primarily on delighting customers with deeper levels of personalization and chatbot functionality to drive higher cost savings and CSAT.

To accelerate their efforts and introduce automation-first more aggressively, your Bot Manager will be best supported by the internal stakeholders listed to the right.

Best Practice: In addition to the KPIs associated with every phase, we recommend tracking/sharing the following results to communicate the ROI of your automation to your leadership team:

- \$X saved in overhead costs, including headcount
- % decrease in agent attrition
- % increase in customer satisfaction
- %X decrease in agent resolution time



Executive Sponsor

This role will continue to lead the ACX strategy, with additional time dedicated to strategic planning, budgeting, and demonstrating the value of Ada to top-level executives.

IT

To properly personalize your ACX, engage an IT Representative who can connect Ada with your backend APIs and customer information systems.

Business Analyst

With more conversations being automated, your business will be gifted with a surplus of new customer insights. Introduce a part-time Business Analyst to leverage data to improve bot performance and increase efficiencies across the business and CX.

Marketing

Stay aligned with your marketing team to continually publicize the customer benefits of introducing personalized automation-first customer service. Share customer insights with your marketing team so they can tailor assets and communication that align directly with customer interests.



Your process

With goals to grow CSAT and delight customers, phase two is focused on developing new chatbot flows that personalize every conversation across more pages, channels, languages and product lines.

The aim is to support customers with both proactive and reactive content that's timed and tailored to account-specific details, interests and intent.

Follow these steps:

① Business Analyst: Determine core case drivers

- Leveraging data gathered from thousands of automated conversations, identify the top 10 account-specific questions and tasks requested by customers.

② Bot Manager: Fill in the gaps

- Next, determine what information is needed to answer these inquiries. For example, if a customer is asking about their bill, the information required may include: account balance and next payment due date.

③ IT Representative: Set authentication standards

- Phase two is all about enabling customers to take action directly through your chatbot. That's why the next step is to connect your chatbot with back-end systems including customer portals and APIs. This allows the chatbot to pull the account-specific information it needs to personalize conversations.



④ Bot Manager: Personalize the conversation

- Build customized flows that enable customers to receive proactive and reactive support personalized to variables such as plan/product type and lifetime value.
- At this stage you should also introduce new functionality that enables customers to take action, like checking their balance or updating account details.

⑤ Marketing: Spread the word

- Your business is investing time and money in personalizing the self-service experience, and your customers should be in the know! Guided by our Marketing Best Practices for driving AI adoption, continue to publicize the new functionality and time-saving benefits your chatbot is bringing to the customer.

Phase three: Shift your CX model from a cost center to revenue generator

As the final step in Ada's ACX Framework, phase three is focused on integrating Ada's chatbot across the entire customer service journey to unlock new revenue opportunities.

Phase three involves implementing self-service at every customer service touch point - from first greeting to final payment. This phase uncovers new profit by incentivizing customers with proactive, personalized offerings, while also automating upsells, cross-sells and payments.

Phase three KPIs

- 10% of total customer ancillary revenue is through the chatbot
- 80% of inquiries solved without live assistance
- 85% reduction in customer wait times
- 85% reduction in agent-assisted tickets

Your builder tools

Ada Advanced / Ada Enterprise

- Segmentation Block: pre-set chatbot conditions that allow for personalized, proactive offers and promotions
- Channels: launch automation-first across your website, in-app, WeChat, WhatsApp, Facebook Messenger and IVR (SMS)



Your team

By this point in your ACX journey, your business should be realizing radically diminished costs and increased efficiencies. Don't stop here! Now is the time for your team to double down, because the best practices you have mastered to this point can be used to drive net new revenue, thereby shifting your CX organization from a cost center to a profit center.

To drive these new results, it's time to officially create an 'Automated Customer Experience' Department. This means bringing individual contributors from the previous Phases together to formalize a single, self-sufficient team responsible for driving an automation-first strategy.

“At TELUS, we've introduced one of the world's first ACX Departments, a completely new team dedicated to managing and tracking the automated customer experience from end-to-end. This Department looks at automation from a strategy perspective - identifying best use cases for AI, building automated experiences, and measuring performance.”



CORY WAIN, TELUS
Director of ACX
[Watch Webinar](#)

A who's who of your ACX Department

ACX Director

Promote your Executive Sponsor to a full-time ACX Director responsible for defining your organization's overarching AI support strategy. This role will focus on leveraging automation to create cross-company efficiencies that dramatically reduce overhead costs and drive new revenue for the business.

Bot Managers

With the launch of new chabots to support diverse business units and departments, you'll require individual Bot Managers responsible for building unique automated experiences specific to customers' needs. Turn to your existing Bot Manager, who has experience from launching your first bot, to share their first-hand knowledge and train new Bot Managers.

Project Manager

Sitting directly under the ACX Director is your Project Manager, who is dedicated to leading the day-to-day Department activities to ensure the team continually hits its KPIs, while also uncovering new opportunities to introduce the benefits of automation from end-to-end of the customer journey.

This role is also responsible for streamlining cross-functional activity and communicating changes with internal stakeholders, including owning the relationship with your marketing and branding team.

Content Writer

With Bot Managers focused on building conversational flows and introducing deeper levels of personalization, they'll need support from a Content Writer - a dedicated full-time resource with expertise in copywriting and branding.

Business Analyst

With more automated conversations happening every day, your Business Analyst will be kept busy with new data points and invaluable insights that dig deeper into the customer experience. Leveraging analytics, the Business Analyst is responsible for identifying opportunities to use automation to drive CSAT and new revenue, as well as improve products, plans and processes across your organization.

Marketing Specialist

Graduate your Marketing Representative to a full-time Marketing Specialist, dedicated to raising awareness of the benefits of ACX. With a majority of consumers seeking out self-service, it's important to differentiate your brand and elevate your reputation by sharing your automation-first approach to both consumers and industry awards.



Your process

With an upgraded ACX team, your processes will have to grow as well. Read on to learn how your processes will evolve, and which role will own these changes.

① Business Analyst: Uncover revenue opportunities

- Focus on opportunities to generate revenue by leveraging chat analytics to determine the highest volume of customer upsell activities that are not being addressed by your chatbot.
- Align with your sales team to understand existing upsell and cross-sell opportunities. This could include seasonal promotions, loyalty offerings and/or upgrades.
Survey your customer support team to
- identify the highest volume of customer upsells and cross sell activities facilitated by agents.

② Bot Manager: Drive sales through automation

- Using information gathered from the Business Analyst, determine the top 5 opportunities to drive revenue.
- Once identified, build these 5 new upsell and cross sell opportunities within your chatbot's existing flows, timed and tailored to every customer's behaviors.

③ Business Analyst and Bot Manager: Remove barriers to purchase

- The Business Analyst will identify barriers that slow or halt the sales process by analyzing insights provided by your sales and support teams.
- To remove these obstacles and speed-up the sales process, your Bot Manager will introduce new content and flows that drive efficiencies and incentivize the customer to make their purchase, faster.

“AVA, our Ada-powered chatbot, has supported our team in selling eight times more ancillary products compared with 12 months ago.”



BAYLEY CLARK, AIR ASIA
Head of Customer Strategy



[Read Case Study](#)

④ Bot Manager: Get personal and proactive

- Go above and beyond automating upsells and cross-sells by using Ada to build proactive flows that engage customers with promotional offerings targeted to their unique profiles. Reaching out to customers first drives CSAT with a personalized experience and increase conversion rate.

⑤ Marketing Specialist: Differentiate your CX

- Every new chatbot functionality comes with new benefits that should be communicated loud and clear to your customers. Create unique campaigns across all channels (social, email, direct mail, etc.) that demonstrate how your ACX is removing key customer pain points.

Part three: FAQs

Is there investment required to introduce the ACX Framework?

Absolutely not! In fact, ACX is proven to uncover new profit by shifting the customer support model from reactive and cost-draining to proactive and revenue-generating. AirAsia for example, has not only saved costs by automating 75%+ of customer inquiries, but increased ancillary product upsells and cross-sells by 8x.

Can I connect with other businesses who are rolling out ACX?

Of course! At Ada, we're constantly surprised at the new ways support organizations are leveraging our AI-powered platform to drive results.

That's why we've created an 'ACX Community' for our clients who come together to ask questions and exchange ideas with one another. Contact us for more information.

What are the implications of this Framework on people's jobs?

At Ada, we don't believe automation should replace live agents but make their roles more meaningful and rewarding. With Ada automating 70%+ of inquiries, your agents are freed to focus on the high-value conversations that drive CSAT and sales. In fact, since introducing Ada, UpWork has actually decreased agent attrition to 3%, by empowering them to tackle more meaningful and challenging work.

When building your ACX Department, you can also consider leveling-up your top agent talent to take on new roles like Tester or Bot Manager. This provides the agents with new opportunities to apply their knowledge, while your customers benefit from a self-service solution built by CX professionals who understand their needs best.

How long does the ACX Framework take to roll out?

Just as every business is different, every ACX enablement will be different, so it's difficult for us to assign a single timeline. We have however, had several clients execute all three phases of the ACX Framework within 4 months of working with Ada.

What are the benefits of following the ACX Framework? How do I make a business case to my boss?

Does your boss like the sounds of stronger CSAT, diminished costs, and new revenue? Use 'The Value of ACX' section in Part One to guide your conversation and help you demonstrate the benefits of putting automation first with Ada's ACX Framework. Ada can also help you build out the business case for the key stakeholders within your organization.

How technical of a resource do I need to roll out ACX?

We've built our AI-powered platform so your CX professionals can take the reins to build and manage automation as the front line of customer service, however; to get up and running, you may require a little support from IT.

As described in phase two and phase three under 'Your Team', you'll need an IT representative by your side when integrating Ada with your existing customer channels and backend systems.

How much time does it take to build and maintain an Ada-powered chatbot?

The amount of time it takes to build and maintain your chatbot is based off of several unique business factors, so it's hard to provide a single timeframe. The initial chatbot build can be done in as little as 20 hours over the course of 30 days or less. Weekly maintenance and chatbot building can range from 4 to 40 hours a week depending on your scope and use case.

I'm concerned about resourcing. How will I build my team if I'm already strapped for people?

At Ada we have proven that existing high-performing customer service professionals should be the individuals owning the automated experience - so there's no need for outside or additional hires.

While it may seem like removing a couple of your CX resources will slow down day-to-day support activities, it's actually the opposite. By shifting their roles to focus on automation, the long term gain of their efforts will drive new efficiencies that offset any potential resourcing problems.

How can you ensure that my customers' data is protected?

We take privacy and security very seriously at Ada, using industry standard technology and services to secure customer data from unauthorized access, disclosure or inappropriate use. Lead by our Data Protection Officer, our Engineering Team ensures that our security policies are always up-to-date with industry compliance standards including PCI, GDPR and PIPEDA.

Read more about how we protect your customers and their information here:

<https://www.ada.support/security>

Contact Ada to learn more about its proven ACX Framework.

Get in touch with the team at hello@ada.support.

Ada is the leading technology provider of Automated Brand Interactions, empowering the world's fastest growing companies, like Zoom, Facebook, and Square, with best-in-class solutions that deliver digital-first, omni-channel experiences at scale.

Fueling interactions between brands and the people who love them—prospective and loyal customers, stakeholders and employees—Ada transforms reactive CX models into proactive, tailored profit generators that span the entire customer journey. For more information, visit www.ada.cx.

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