

Ada's Analyst Recognition

Jan. 2022





Statement of Confidentiality

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Overview

Ada's ability to speedily deploy Conversational AI and automation for large clients and deliver impactful results has helped Ada stand out to industry experts. Ada's easy-to-use/implement no-code platform and high automation rate position our platform as a leader in the emerging spaces of Conversational AI and Automation.

Gartner and Forrester, and other leading analyst firms recognize Ada's industry leadership in reports written in the past 6 months, and peer reviews for Ada are strong- placing Ada in the top of the Chatbot category. Ada's inclusion in trend reports and emerging technology landscapes showcase our leadership in the market and our position on the bleeding edge of Conversational AI and Automation for CX.



HFS - Q4 2021 Hot Vendor Report - Jan. 2022

In this report find out about: **ada**, **AiRO Digital Labs**, **Bonitasoft**, **Decimal**, **Infinia ML**, **Krista**, **SimSpace**, **Valohai**, **Vunet** and **Wovenware**.

	Scaling customer interactions with personalized automation
	Quick-start compliant automation for US healthcare and life sciences enterprises
	Cost-effective, open-source, low-code platform for complex business process automation
	Accelerated digitization journeys through Low Code Application Platform
	Intelligent document processing with machine learning as the backbone
	A natural language understanding route to process automation
	Cyber range platform for SecOps teams to optimize cybersecurity readiness
	Enabling the rapid deployment of advanced machine learning models at scale
	Linking IT operations and business outcomes through visibility and insight
	Delivering on outcomes with consultative and integrated AI approaches

Note: The HFS Hot Vendor Designation is valid for one year from Q4 2021 to Q4 2022
 In alphabetical order
 Source: HFS Research, 2022

Source: <https://www.idc.com/getdoc.jsp?containerId=US48340721>

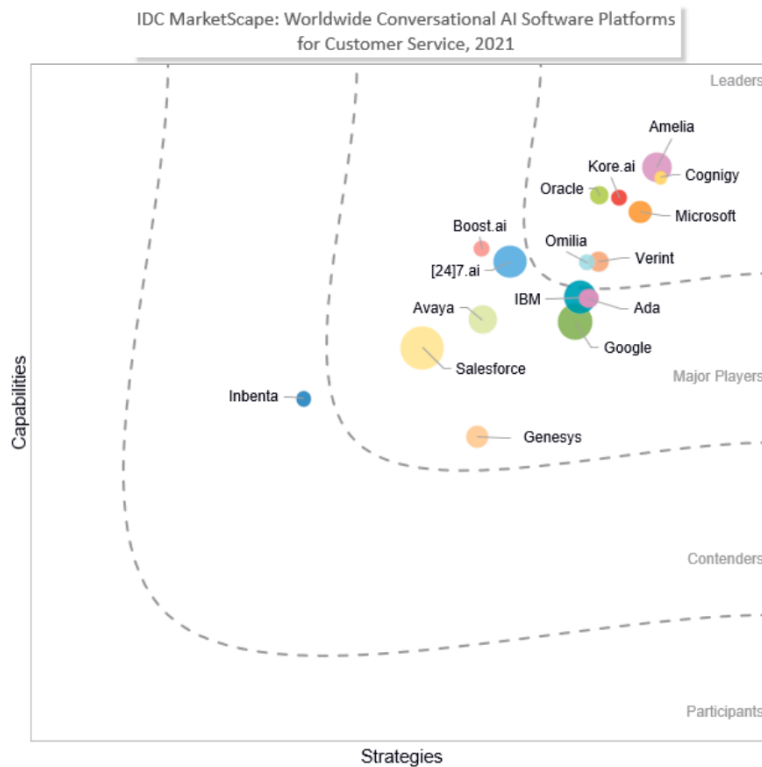


IDC - MarketScape: Worldwide Conversational Artificial Intelligence Software Platforms for Customer Service 2021 Vendor Assessment - Nov 2021

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Conversational AI Software Platforms for Customer Service Vendor Assessment



Source: IDC, 2021

Source: <https://www.idc.com/getdoc.jsp?containerId=US48340721>



Gartner - Emerging Technologies: Current and Emerging Use-Case Opportunity Patterns in Virtual Assistant Adoption - Oct 2021

Data Insights

Technology Description

Virtual assistants (VAs) are conversational interfaces that use semantic and deep learning (such as deep neural networks [DNNs], natural language processing, prediction models, recommendations and personalization) to assist people or automate tasks. VAs can be deployed in several use cases, including call center agents, virtual customer assistants and virtual enterprise assistants.

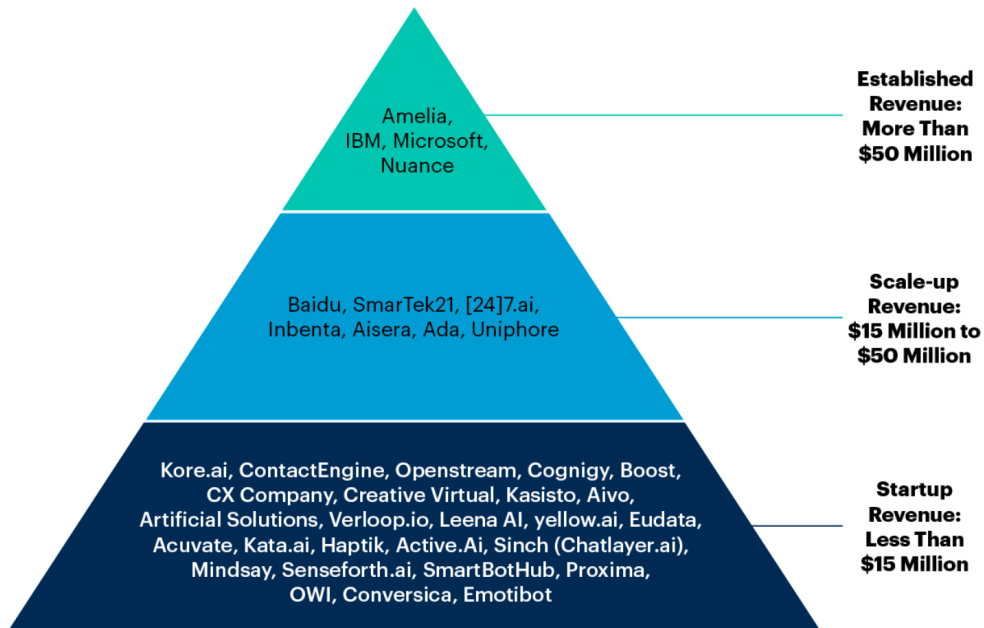
Example Technology Vendors: **Ada**, Aisera, Amelia, Artificial Solutions, Boost.ai, Clinc, Conversica, DAVI, Eudata, IBM Watson Assistant, Kore.ai, OneReach.ai, Openstream.ai, Oracle Digital Assistant, Paradox, SKAEL, yellow.ai

Source: <https://www.gartner.com/document/4007692?ref=solrAll&refval=306569770>



Gartner - Competitive Landscape: Conversational AI Platform Providers, June 2021

Competitive Landscape of CAIP Providers



Source: Gartner
744593_C



Gartner - Critical Capabilities for the CRM Customer Engagement Center - June 2021

Zendesk

Zendesk Suite (evaluated here) serves more than 170,000 customers across hundreds of industries. Zendesk's cloud-based, SaaS and subscription-based solutions promote a service-first CRM approach. The Zendesk Suite includes a ticketing system, messaging, help center, voice, knowledge management, community, analytics and a suite of developer tools. Additionally, Zendesk offers a CRM sales product that is integrated with the suite. Zendesk is supported by an open, flexible low-code application platform based on AWS. It combines a customer communication hub strategy with engagement orchestration features to form the basis of its CEC application. The vendor stands out for its usability, a capability that is part of many customer experience strategies, with an intuitive and easy-to-use interface you might expect from innovative "new economy" businesses.

Zendesk has 17 global offices, customers in 160 countries and territories, and presence in many different industries, but does not deliver industry-specific versions of its product. The vendor has over 300 official consulting and implementation partners (including TCS, Accenture, Capgemini and WiPro) and a marketplace of 1,100+ out-of-the-box apps and third-party integrations. Zendesk software partners include Amazon Connect, Facebook, Slack, Shopify, Atlassian (Jira), Five9, **Ada** Chatbot and Tymeshift for WEM.

Source: <https://www.gartner.com/document/4002772?ref=solrAll&refval=306568826>




Forrester - The Forrester Tech Tide: AI And Analytics For Retail - May 2021

FORRESTER

Experiment: Chatbots

The Forrester Tech Tide™: AI And Analytics For Retail, Q2 2021

 <p>Strategy: EXPERIMENT</p> <p>MATURITY ↓ Low</p> <p>BUSINESS VALUE ↓ Low</p> <p>LIFECYCLE COST \$\$\$</p> <p>SAMPLE VENDORS Ada; Avaamo; Linc Global; Microsoft Power Virtual Agents; Sherpa.ai; Snaps; Vee24; Verint</p>	<h2>Chatbots</h2> <p>Definition Chatbots are conversational commerce solutions that use either deterministic decision trees or natural language understanding and AI to provide automated assistance by simulating a two-way conversation with employees and customers via speech or text.</p> <p>Maturity rationale Chatbot solutions are constantly evolving as new generations of vendors are now leveraging machine learning and natural language understanding. Where we expect these solutions to be in five years is substantially different than where they are now.</p> <p>Business value rationale Chatbots drive benefits through pre- and post-sales support. They also influence revenue through additional insights like service cost optimization and CX improvements.</p>
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164838

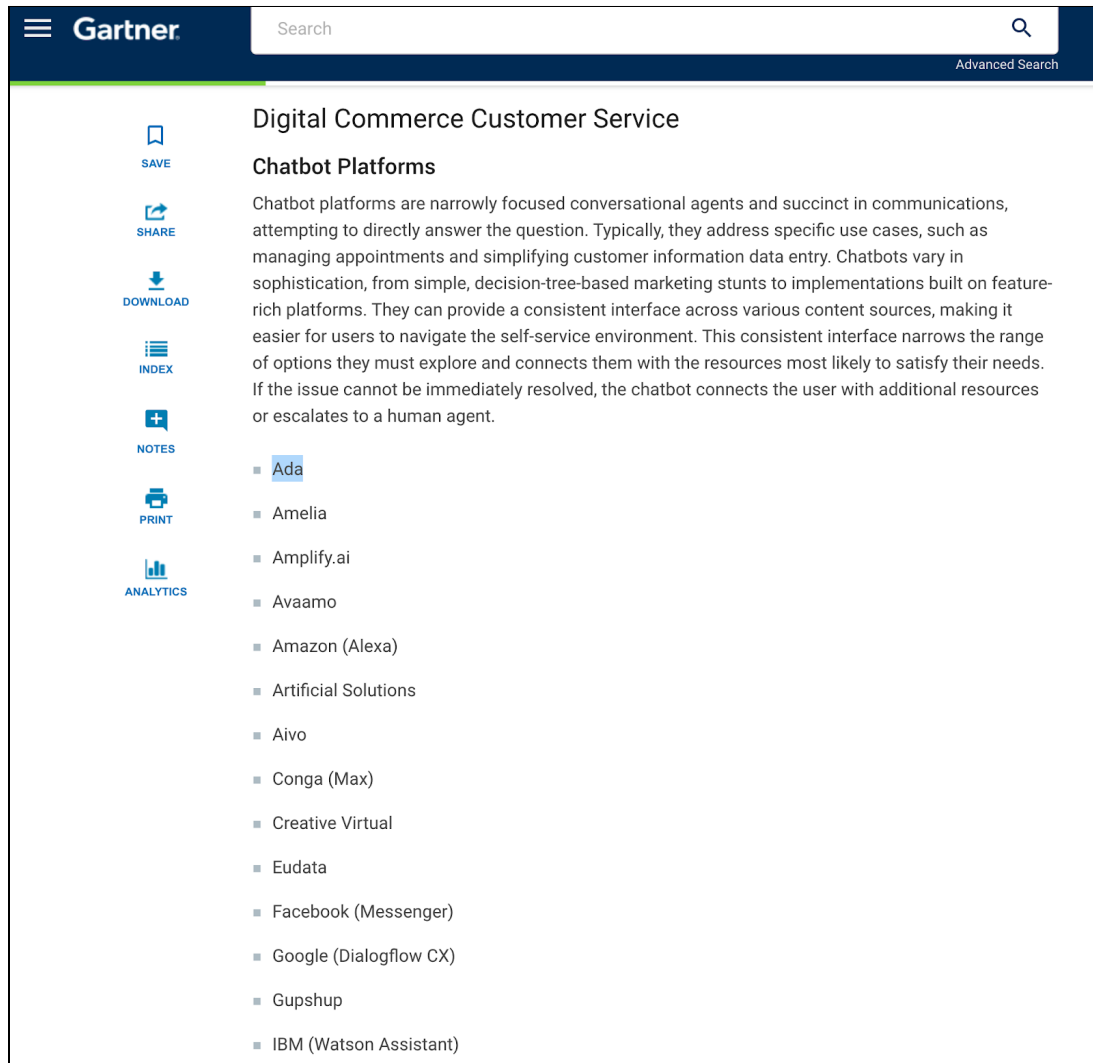
Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Source:

<https://www.forrester.com/report/The+Forrester+Tech+Tide+AI+And+Analytics+For+Retail+Q2+2021/-/E-RES164838?objectid=RES164838>



Gartner - The Gartner Digital Commerce Vendor Guide, April 2021



The screenshot shows a Gartner document page. At the top, there is a navigation bar with the Gartner logo, a search bar, and an 'Advanced Search' link. The main content area is titled 'Digital Commerce Customer Service' and contains a sub-section 'Chatbot Platforms'. The text describes chatbot platforms as narrowly focused conversational agents. Below the text is a list of chatbot vendors, with 'Ada' highlighted in blue. On the left side of the page, there is a vertical sidebar with icons for 'SAVE', 'SHARE', 'DOWNLOAD', 'INDEX', 'NOTES', 'PRINT', and 'ANALYTICS'.

Digital Commerce Customer Service

Chatbot Platforms

Chatbot platforms are narrowly focused conversational agents and succinct in communications, attempting to directly answer the question. Typically, they address specific use cases, such as managing appointments and simplifying customer information data entry. Chatbots vary in sophistication, from simple, decision-tree-based marketing stunts to implementations built on feature-rich platforms. They can provide a consistent interface across various content sources, making it easier for users to navigate the self-service environment. This consistent interface narrows the range of options they must explore and connects them with the resources most likely to satisfy their needs. If the issue cannot be immediately resolved, the chatbot connects the user with additional resources or escalates to a human agent.

- Ada
- Amelia
- Amplify.ai
- Avaamo
- Amazon (Alexa)
- Artificial Solutions
- Aivo
- Conga (Max)
- Creative Virtual
- Eudata
- Facebook (Messenger)
- Google (Dialogflow CX)
- Gupshup
- IBM (Watson Assistant)


Source: <https://www.gartner.com/document/4000568?ref=TypeAheadSearch>



Forrester - Contact Center Technologies for Customer Service - Jan 2021

FORRESTER

Invest: Conversational AI
The Forrester Tech Tide™: Contact Center Technologies For Customer Service, Q1 2021

<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Strategy: INVEST</p> </div> </div> <p>MATURITY ↓ Low</p> <p>BUSINESS VALUE ↑ High</p> <p>LIFECYCLE COST \$\$\$</p> <p>SAMPLE VENDORS [24]7.ai; Ada; Avaamo; Cognigy; Haptik; Interactions; IPsoft; Kasisto; Kore.ai; Netomi; Nuance Communications; Rulai; Verint</p>	<h3 style="margin-top: 0;">Conversational AI</h3> <p>Definition Conversational AI is comprised of software services that use natural language processing and AI to provide automated assistance by simulating two-way conversations with customers (or contact center agents) via speech or text.</p> <p>Maturity rationale Conversational AI is no longer in its infancy, but interest from brands remains white-hot. While thousands of brands still have simple, deterministic conversational experiences, they're increasingly looking to construct dynamic, personalized experiences atop true natural language understanding.</p> <p>Business value rationale Simple, targeted deployments create rapid value from deflection. More complex approaches automate processes or solve thornier customer issues. While cost reduction benefits are real today, ambitious brands want to create compelling new experiences with conversational AI. That will still take a few more years.</p>
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160581 Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Source:

<https://www.forrester.com/report/The+Forrester+Tech+Tide+Contact+Center+Technologies+For+Customer+Service+Q1+2021/-/E-RES160581?objectid=RES160581>



Forrester - The Three Customer Service Megatrends - Jan 2021

Figure 3: The Three Customer Service Megatrends In 2021



163275

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1. AI-FUELED DIGITAL EXPERIENCES UNDERPIN GREAT CUSTOMER SERVICE

Delivering great online customer experiences has been the top priority for customer service leaders for the past five years. (see endnote 2) Yet, few companies have taken meaningful action. The pandemic has forced contact centers to accelerate their digitization, automation, and AI strategies to react to ballooning interaction volumes. These technologies have helped companies automate repetitive agent tasks and proactively and intelligently engage with customers, allowing agents to handle complex interactions that require empathy. They've also enabled agents to onboard faster and perform at their best every day under stressful work-at-home conditions — and have armed supervisors with insights to best manage their workforces.

To best serve anxious customers devastated by the impact of the pandemic, customer service organizations must accelerate their adoption of:

- **AI-powered self-service technologies for frictionless service.** Customers actively choose to resolve problems on their own. These interactions should start with understanding the customer's intent, followed by the best action for resolution. AirAsia saw questions about refunds increase 285% month over month in the early days of the pandemic, and the company's bot successfully handled 96% of those inquiries. Qapital, a personal finance app, resolves 25,000 issues per month; less than half require agent support. (see endnote 3)

In 2021, self-service will continue to be the catalyst for all channels, automation

Source:

<https://www.forrester.com/report/The+Three+Customer+Service+Megatrends+In+2021+PostPandemic+Customer+Service+Excellence/-/E-RES163275?objectId=RES163275>



Gartner - The Gartner Digital Commerce Vendor Guide - June 2020

Digital Commerce Customer Service

Chatbot Platforms

A chatbot is a narrowly focused conversational agent serving users, customers or employees. It often uses, but is not limited to, text chat. Typically, it addresses a specific use case, such as managing appointments and simplifying customer information data entry.

When designing a conversation model for a chatbot, it is crucial to focus on making tasks easier and quicker than the alternative. The “personality” of a chatbot must suit the audience and the brand. The best way to introduce chatbots is by focusing on a single conversational channel where a business has users that could engage with it. Some organizations have user audiences spread across multiple channels. A modular architecture for a chatbot allows support for multiple conversational channels with minimal overhead. For more information, see [“Market Guide for Conversational Platforms.”](#)

Vendors include:

- **Ada**

Source: <https://www.gartner.com/document/3982167?ref=solrAll&refval=306570198>



Gartner - Customer Service Technology Vendor Guide - June 2019

Chatbot Platforms

A chatbot is a narrowly focused conversational agent serving users, customers or employees. It often uses, but is not limited to, text chat. Typically, it addresses a specific use case, such as managing appointments or keeping track of time sheets.

When designing a conversation model for a chatbot it is crucial to focus on making tasks easier and quicker than the alternative. The “personality” of a chatbot must suit the audience and the brand. The best way to introduce chatbots is by focusing on a single conversational channel where a business has users that could engage with it. Some organizations have user audiences spread across multiple channels. A modular architecture for a chatbot allows support for multiple conversational channels with minimal overhead. For more information, see [“Market Guide for Conversational Platforms.”](#)

Vendors include:

- [Ada](#)

Source: <https://www.gartner.com/document/3942018?ref=solrAll&refval=306569413>

















Software Reviews - Top 5 Vendor, 92% likelihood to Recommend

SoftwareReviews

Overview Awards Buyer's Guide

Top Virtual Assistants & Chatbots Software

Product	Score	Report
 Intercom	9.2	
 Mindsay	9.0	
 Birdeye Interactions	8.9	
 Ada	8.7	
 Drift	8.4	
 Dialogflow	8.1	
 Amazon Lex	7.9	

Source: <https://www.infotech.com/software-reviews/products/ada>