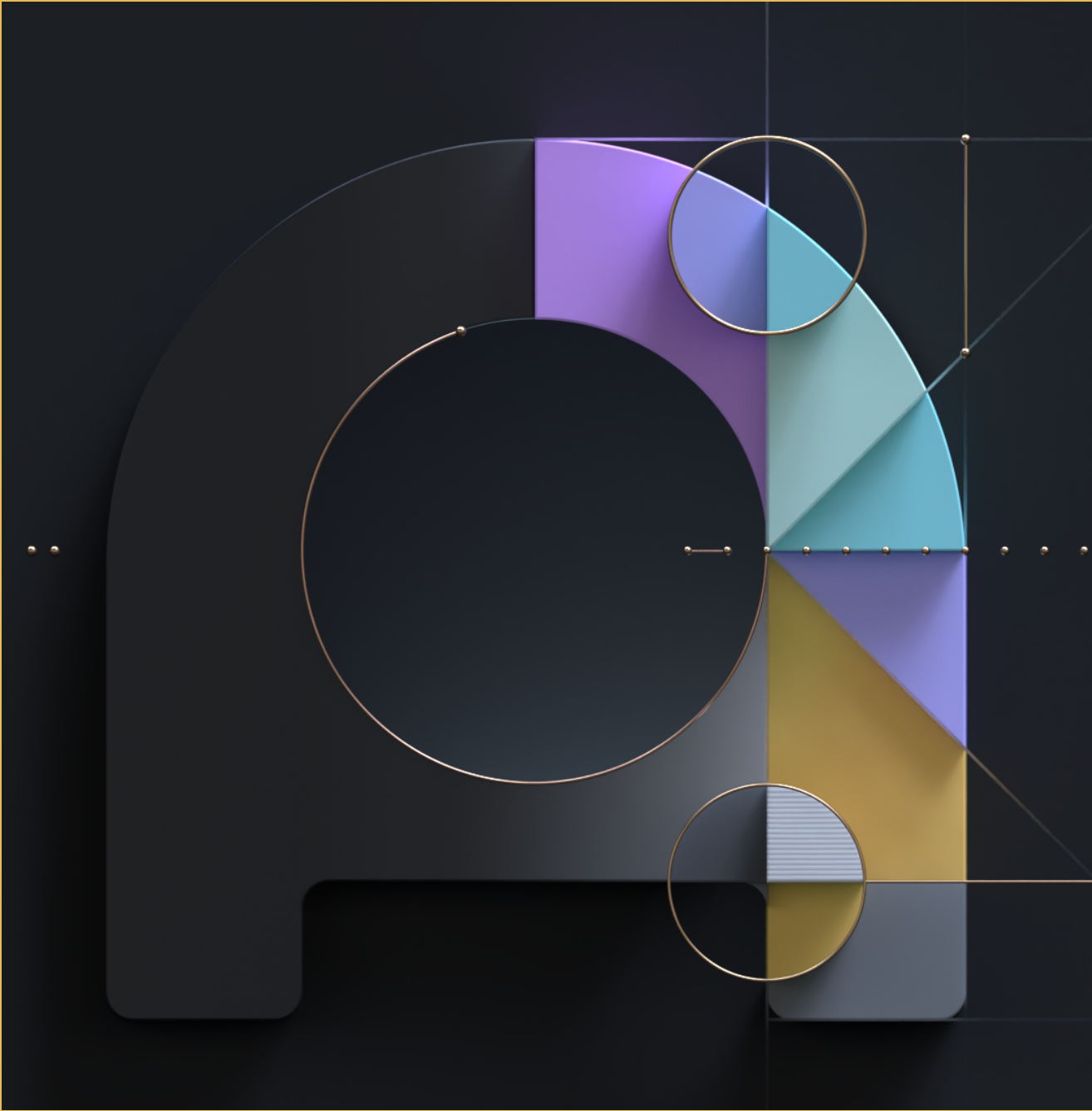


Features and Integrations Chatbot Scorecard



We put together the most important features and integrations to look out for while evaluating different solutions and testing out demos. Read each feature and its description to see if it is offered in the solution you're evaluating.

Use this sheet to:

1. Know which features and integrations to look for while evaluating multiple vendors
2. Ask the right questions that map to your automation goals
3. Speed up your vendor selection process to get your chatbot up and running ASAP



No-Code Building

Feature	Description	Ada	Vendor B	Vendor C
Multimedia Support	Respond to a chatter with dynamic and engaging messages, including text, emojis, gifs, video, links, and quick replies.	■	■	■
Shuffle Answers	Write multiple responses to the same question and shuffle them so that the chatter will get a new one each time. This is especially useful to make the bot sound more conversational.	■	■	■
Capture Capabilities and Advanced Customer Variables	Capture customer data for profile enrichment, personalization, self-serve requests, list creation, and more.	■	■	■
Segmentation	Segment experiences and personalize content.	■	■	■
Programmable Quick Responses	Make it easier for chatters to find the information they're looking for by providing "quick replies"—clickable chat bubbles that instantly connect them with the answers they need.	■	■	■
Codeless Authentication	Securely sign-in and verify chatters to make transactions through the bot without leaving the chat UI.	■	■	■
Bot Training	Improve query recognition and customer satisfaction by easily and instantly training your bot.	■	■	■
Easy & Intuitive Bot Building	Enable your non-technical teams to take charge of ACX.	■	■	■

Conversation AI

Feature	Description	Ada	Vendor B	Vendor C
Natural Language Processing	Enables the bot to better understand chatter intent and more readily recognize questions even if they are phrased differently. NLP also ensures that typos, shorthand, slang, synonyms, or any other linguistic nuances don't trip up your bot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multilingual	Speak to your customers in their language. Avoid content duplication by building your bot in one language, and deploying in over 100—with no technical hassle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced Proactive Messaging	Send personalized, customized, and proactive messages based on customer triggers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Predictive suggestions	Offer common chatter questions while the chatter types to speed up time to resolution.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automated Redirects	Transfer users to view a specific answer without requiring customer input. Using this feature offers customers a guided experience when navigating the bot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smart Detection	Understand and capture data proactively to personalize the conversation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Contextual Handoff

Feature	Description	Ada	Vendor B	Vendor C
Bot Routing	Combine the expertise of different teams across the business into a single customer experience. Automatically direct a question to the specific team or agent that's best equipped to respond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seamless Handoff to Live Agent	When the conversation needs to be escalated to a live agent, it can be done so seamlessly within the bot, maintaining the chatter experience in the same chat window while allowing agents to assist them from within their own CRM ecosystem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seamless Ticket Handoff	When the conversation needs to be escalated to a support agent through email, the chatter can do so within the same chat UI.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI-Powered Chat Summaries	Send agents an AI-generated summary of the chat to help them quickly get up to speed about the query.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chat Persistence	Keep the previous customer interactions in the bot even after the chatters close the chat window. This is good for the chatters' reference and to speed up follow-up inquiries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chat Transcript	Provide chatter the ability to obtain the chat transcript via email or PDF download.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead Creation	Automate the creation of leads and storing key lead qualification data in your CRM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket/Case Creation	Asynchronously pass interaction context to a human for seamless continuity of interaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Analytics

Feature	Description	Ada	Vendor B	Vendor C
Answer Reactions	Chatters can rate answers with a thumbs up or down based on relevance and helpfulness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tracked Events	Track conversion with flagged Events in conversations and based on web-behavior.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content Insights	Uncover opportunities to improve content for better recognition and experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced Analysis	Analytics that dive deep into each aspect of your bot to help you optimize your efforts. Analytics you should be able to access include: recognition rate, customer satisfaction scores and feedback, containment rate, engagement rate, and handoff rate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Apps, Integrations, And Channels

Feature	Description	Ada	Vendor B	Vendor C
Messaging and Social Channel Integrations	<p>Including: Facebook Messenger, WhatsApp, SMS, and Sunco Web Chat.</p> <p>Deploy your bot on the channels that your customers prefer. Unify and manage all those brand interactions in one dashboard.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CRM or Marketing Automation Platform Integrations	<p>Including: Salesforce, Marketo, HubSpot, Zendesk, Intercom, Liveperson, Nuance, and Kustomer.</p> <p>Integrating a conversational AI bot into your CRM or MAP will automate several parts of the customer journey such as lead qualification and routing, seamlessly handing chatters off to the right agents at the right time.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calendar Integrations	<p>Including: Calendly, Coconut Calendar, and Chilipiper.</p> <p>Allow chatters to easily schedule support calls or book meetings at a time convenient for them from within the chatbot UI.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecommerce Integrations	<p>Including: Shopify and Convey.</p> <p>Chatters can use the bot to track their packages in real-time, giving them complete visibility on their orders, and reducing the number of costly “Where Is My Order” tickets sent to customer support agents.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payment Integrations	<p>Including: Stripe</p> <p>Chatters can make payments directly within the chat, unifying and containing the customer experience within the same interaction, and reducing checkout friction.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Enrichment Integrations	<p>Including: Clearbit and Zoominfo.</p> <p>Uncover information about your new or anonymous visitors to offer a personalized experience from the very first interaction.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Apps, Integrations, And Channels Cont'd

Feature	Description	Ada	Vendor B	Vendor C
Knowledge Base Search	Search your Knowledge Base for less common questions and present the info inside the chatbot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
File Upload	Chatters can upload files in the chat window to give more context to their interaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom API Integrations	Custom API integrations to push and pull data for personalization from your internal systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Platform And Scalability

Feature	Description	Ada	Vendor B	Vendor C
Single-Sign-On	Single-sign-on for all team members who will be building experiences in the bot. No need to purchase a limited number of "seats".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bot Branding	Match your brand aesthetic by customizing the color, sizing, chat widget, and iconography of the bot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All-in-One Dashboard	Manage your marketing, sales, and support teams' automation efforts within one single dashboard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	Ensure your business's ACX is available to all your customers with high accessibility standards and WCAG 2.1 compliance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Implementation And Ongoing Support

Feature	Description	Ada	Vendor B	Vendor C
Guided Onboarding	Your ACX partner will offer guided onboarding to familiarize you with the tools and make sure you set everything up correctly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pre-Built Answers	Your ACX partner will help you build a number of general or personalized answers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal ACX Consultant	You'll have access to an ACX Consultant who can offer expert assistance and advice to maximize your ROI.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deploys in 4 - 6 Weeks	You can deploy your bot in under 2 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shared Slack Channel	Your ACX partner offers access to a shared Slack channel to connect you with an ACX community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speedy Support	Your ACX partner offers quick and efficient support whenever you need it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to Vendor's Knowledge Center	You can access your ACX partner's resources and knowledge center to learn more about automation-first and stay up to date with CX trends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Good luck on your ACX Journey!
You can contact us at
hello@ada.support
if you have any questions.

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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