

Taking an AI-first approach to product development

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Meet Ada

Leaders in AI-powered customer service

Our mission is to make customer service extraordinary for everyone.

We do this by automatically resolving the most service inquiries with the least effort.

\$200M+
investment

250+
employees

85
countries
served

375+
customers

4B+
Interactions
automated

**Introduced GPT3 in production
- Q1 2022**

**GenAI Resolving Customer Issues -
Q2 2023.**

We believe AI-first customer service is the future.

Our investment: all product development and R&D budget is allocated towards advancing our Generative AI products.

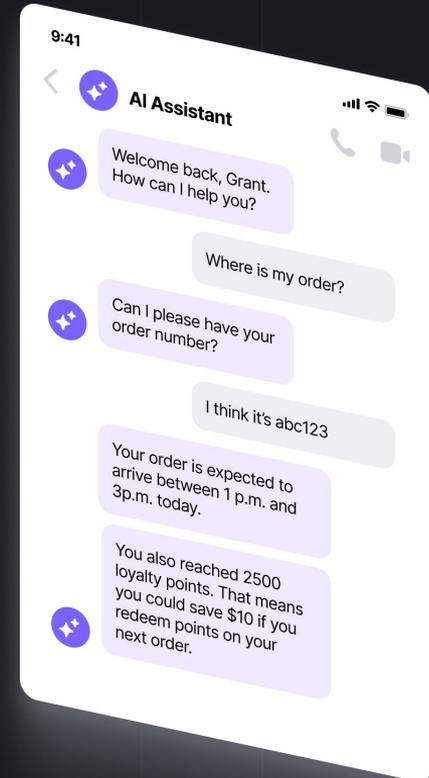
Our outcome-based pricing model: customers only pay for the conversations that were actually resolved.



“But from my perspective [setting up Ada] went *much faster than we expected and has had better results.*”

- **Paul Teshima**, Chief Client Experience Officer at Wealthsimple in Forbes

Wealthsimple



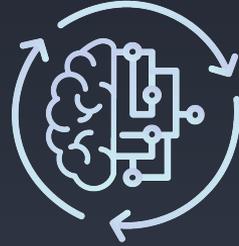
AI-first Product



Set & Measure AI's Impact



Align AI with Humans



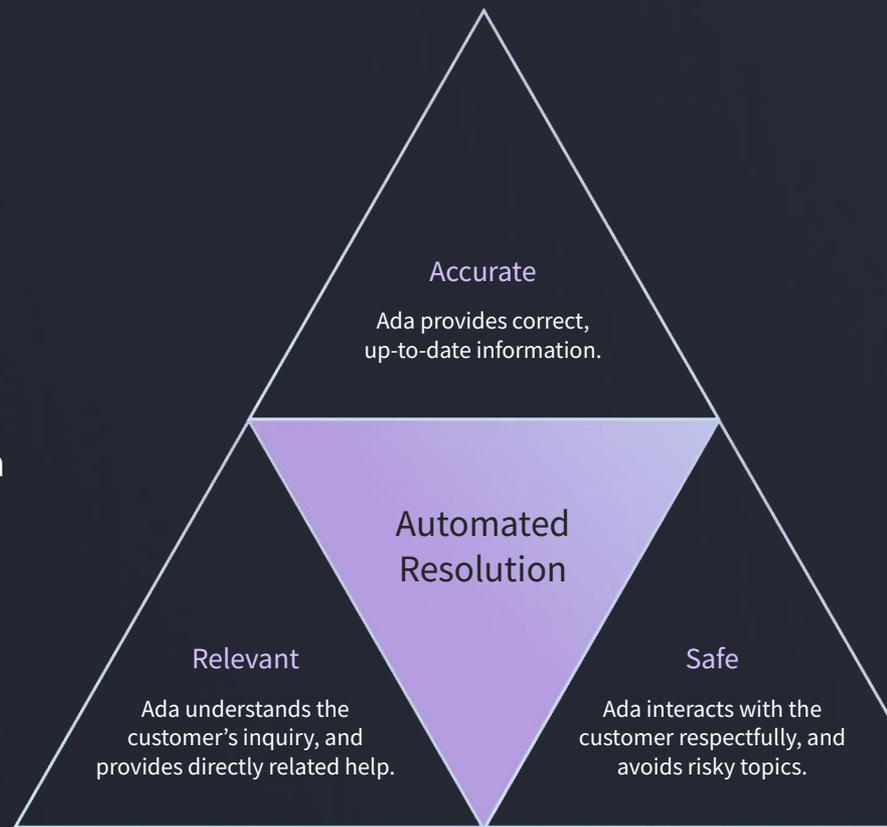
Improve AI Continuously



Defining Automated Resolution

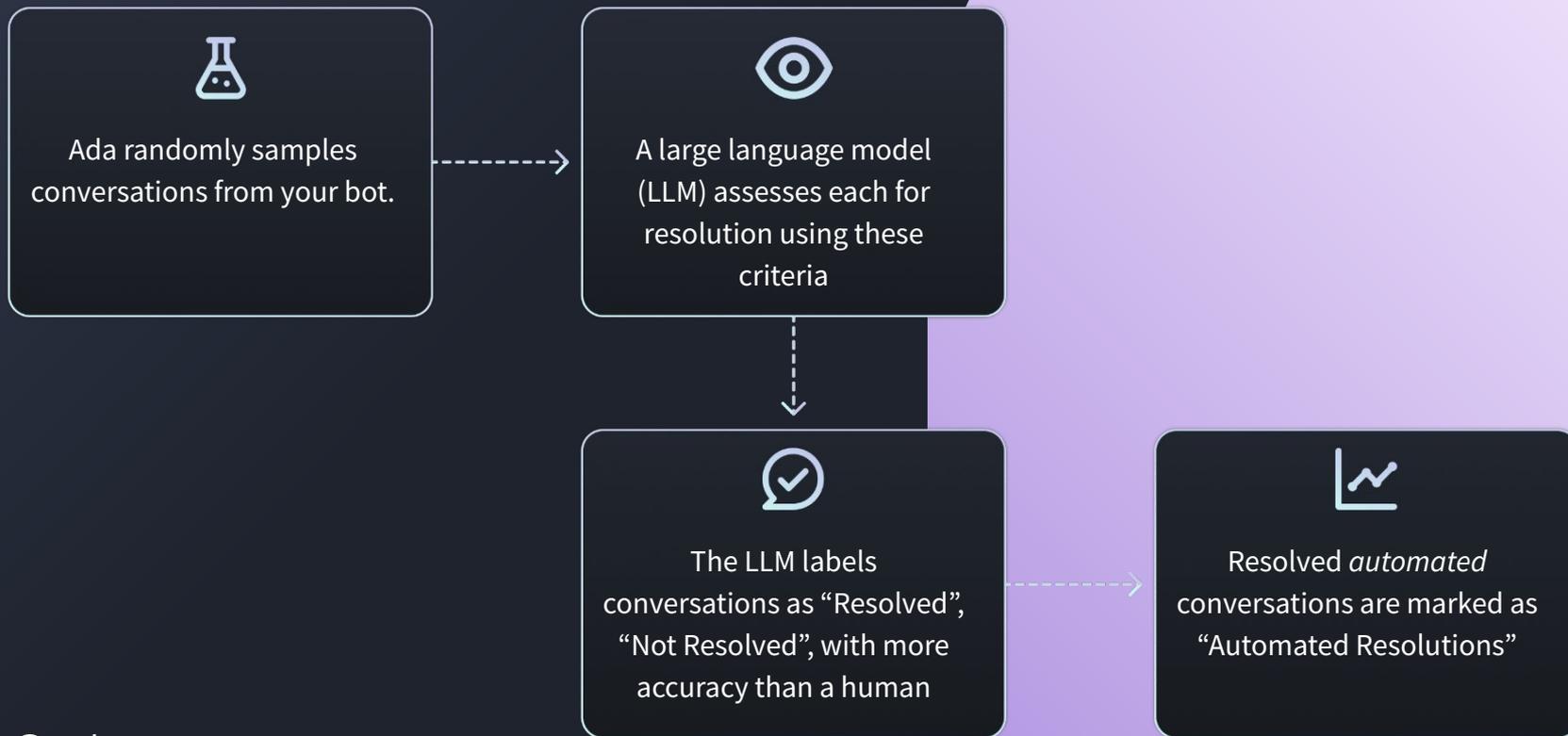
An **Automated Resolution (AR)** refers to a fully automated interaction between a customer and a business that is relevant, safe, and accurate.

It provides a means to measure whether a customer inquiry was resolved without the involvement of a human agent.





Measuring Automated Resolutions



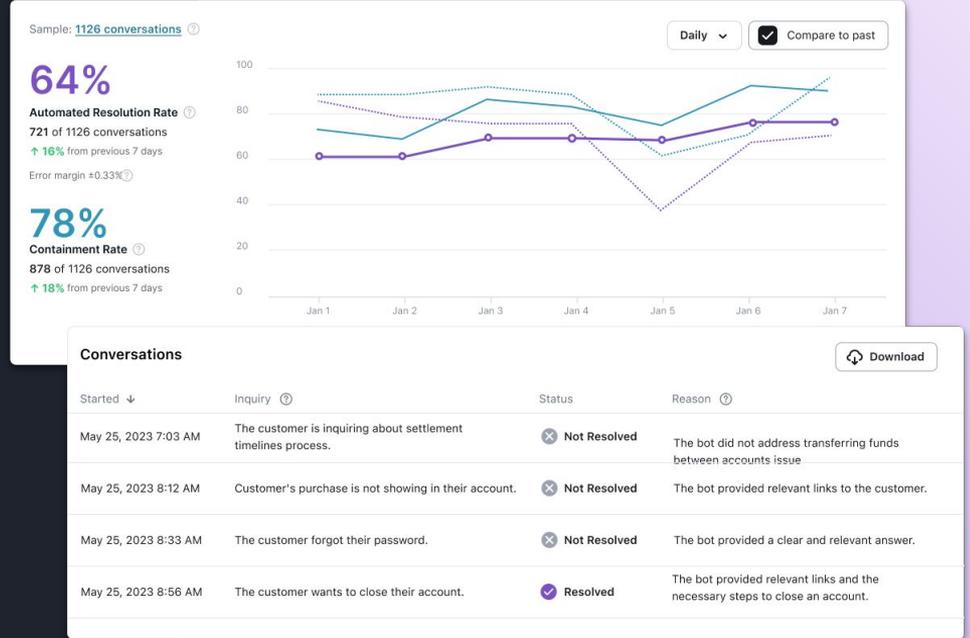


Measuring AI's impact

Automated Resolution Measurement

Accurately measure how effectively Ada automates resolutions

Track Ada's ability to resolve, not just deflect, customer inquiries and monitor for continuous improvement.





Align AI w/ Humans

Align AI with Human Guidance

Guidance Manager

Add Guidance

Fine tune your bot's automatically generated responses by adding customized guidance to your prompts.

Title

Points Inquiry

Instructions

Don't redirect customer to points dashboard. Provide the customer with their current point balance and the relevant offers available.

PUBLISHED

AI Assistant

9:41

Thanks for your order, Andrea! And may I say, you have great taste 🍷

points balance

Let me check that for you, Andrea.

You have 1,005 points, which means you're eligible for \$10 off your next order.

Automated Resolution

Track conversations where your bot was able to resolve chatter's inquiries automatically

Last 7 days

Add Filter

78% Contained Ⓞ
↑18% from previous 7 days

64% Automatically Resolved Ⓞ
↑18% from previous 7 days

RESOLVED

REVIEWING TRANSCRIPT...

AI Assistant: Thanks for your order, Andrea! And may I say, you have great taste

Andrea: points balance

AI Assistant: Let me check that for you, Andrea.

You have 1,005 points, which means you're eligible for \$10 off your next order.



Align AI w/ Humans

Policies

Ensure Ada follows your policies and procedures - every time

Create rule-based policies to restrict certain actions or content based on information retrieved from a business system.

Edit policies



Select the conditions for accessing this knowledge content.

- Accessible to everyone
- Set policy...

All ▾ of the following conditions must be true

Segment ▾	Is ▾	👤 VIP Customers ▾
Date ▾	Is ▾	weekdays ▾

Add condition

Cancel

Confirm



Align AI w/ Humans

Reasoning Log

Understand the inputs & Reasoning Ada used to resolve an inquiry

View the content Ada used to generate a reply, so it's easy to make changes and guidance

The screenshot displays the 'Reasoning Log' for a customer named Jane Doe. The interface is split into two main sections: a chat conversation on the left and a detailed reasoning log on the right.

Chat Conversation:

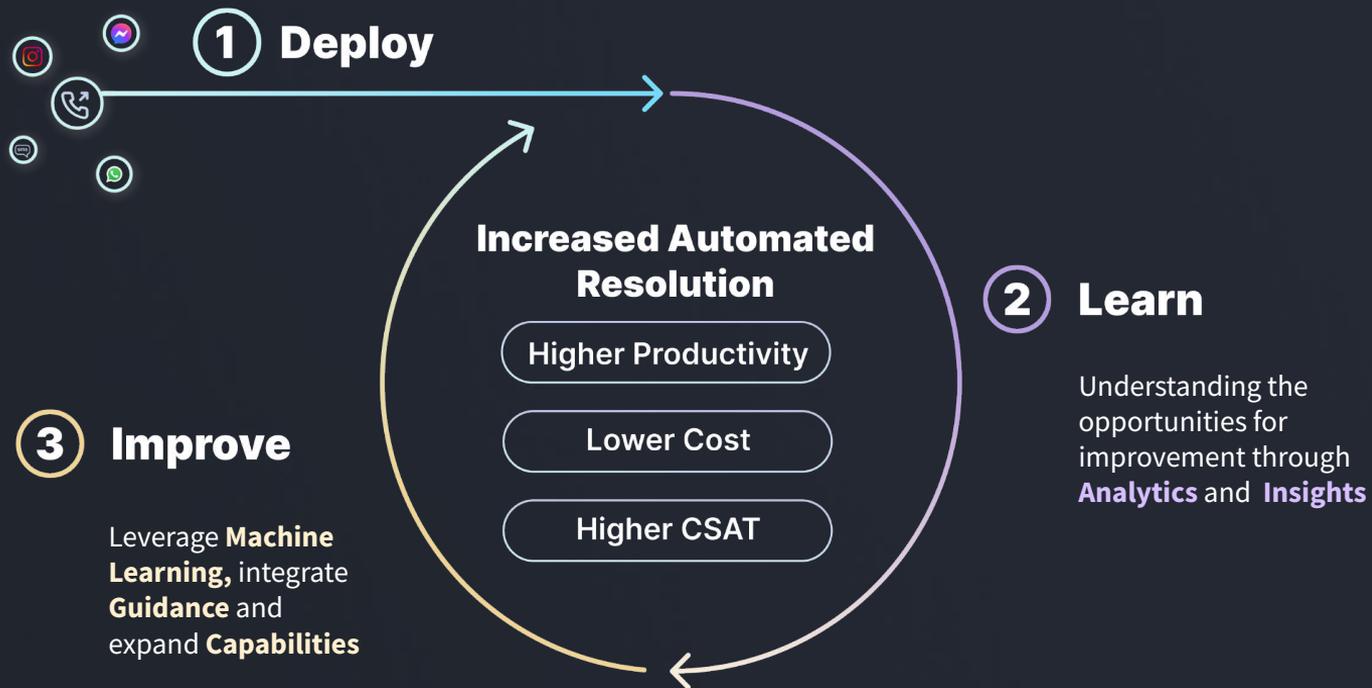
- Customer:** Hey there! How can I help you today?
- Ada:** Where is my order?
- Customer:** What's your order number?
- Ada:** How can I find my order number?
- System:** Knowledge retrieval (Success)
- Ada:** Your order number is in any email you've received regarding your order.
- Customer:** Got it, my order number is 32145
- System:** Action: Order Lookup (Success)
- Ada:** Sorry, it looks like your order was delayed. It's scheduled to ship on Thursday and should arrive next Friday.
- Customer:** Too long, I need it right away!! Get me an agent!
- System:** Handoff to Zendesk Messaging (Success)
- Ada:** An agent will be with you soon. While you're waiting, leave messages here to

Reasoning Log (Right Panel):

- Resolution:** Event Log
- Customer:** Jane Doe
- Values set:** {firstname, email, location}
- Article(s) retrieved:** How do I find my order information? Policy: Customer is in segment: Shoppers
- Action completed:** Outputs: {order status: Delayed, ship date: 2023-08-17, est arrival: 2023-08-26}
- Department:** Billing & Order Management



Continuously improve AI





Continuously improve AI

USER

Please provide two different explanations on how to explain Reinforcement Learning with Human Feedback (RLHF) to non technical people. Each explanation should be no more than five sentences

ASSISTANT

Explanation 1:

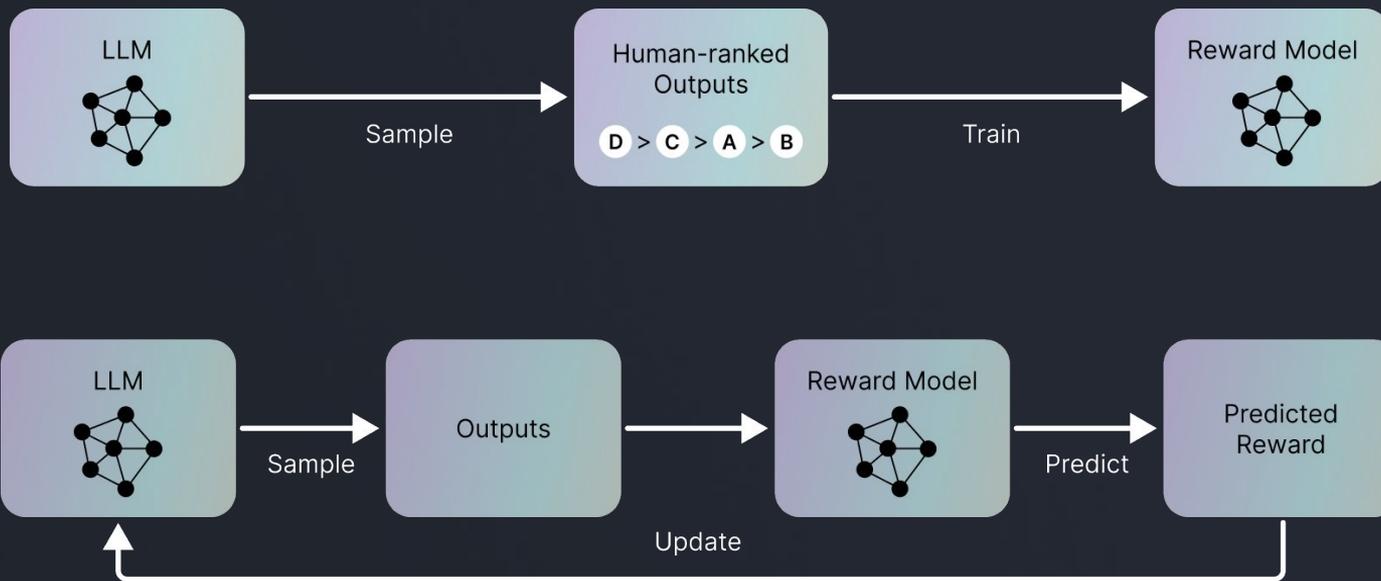
Imagine teaching a pet to do a trick. You reward good behavior but don't reward the wrong one. Reinforcement Learning with Human Feedback (RLHF) is similar - a computer algorithm learns to perform a task by getting human feedback as its "treat". It's a way of training computers to make decisions like we do, but based on the feedback or "rewards" they get.

Explanation 2:

Consider a child learning to play a new game. They try different strategies, see which one works best, and then stick with it. This is basically what Reinforcement Learning with Human Feedback (RLHF) is. It's a kind of machine learning where an algorithm improves its performance based on the positive or negative feedback it receives.



Continuously improve AI

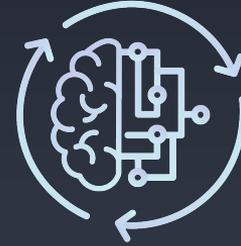




Set & Measure AI's Impact



Align AI with Humans



Improve AI Continuously

Transform into an AI-first Product

<http://accounts.ada.com>

Thank You