

Enhancing customer service with a multilingual automated Messenger experience

CHALLENGE BEFORE ADA

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.

Grab was experiencing such a high volume of online customer enquiries that customer service agents were unable to address the requests in a timely manner, resulting in a backlog. To tackle this issue cost-effectively, ensure customers' questions were being addressed as quickly as possible, and maintain customer satisfaction, Grab decided the time was right to build and launch a scalable automated experience on Facebook Messenger.

“As customers increasingly move online and expect rapid responses via conversational messaging channels, we faced unprecedented customer service challenges as we watched ticket volume rise. Given this rapidly changing operating environment across the region, it was necessary for us to move the launch of our Messenger experience up by three months.



ELAINE NEO
Regional Social Marketing
Manager, Grab

AUTOMATING WITH ADA

Grab partnered with Ada, an AI conversation platform, to build its Facebook Messenger-powered digital assistant. Ada worked with the super-app company to create an automated FAQ based on the most common questions asked, set up a handover protocol that allowed for customers with more complex queries to be transferred seamlessly to a live agent, and integrate the Messenger experience into Grab's existing customer relationship management software.

Grab then launched its new customer service experience powered by Ada in six countries across the region: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.



RESPONDING TO CUSTOMERS FASTER

Grab's automated Facebook Messenger experience has become the preferred service option for its large customer base, and the super-app company will soon launch a Messenger-powered solution for its GrabFood service, and is working to upgrade its digital assistant by introducing detailed personas that align with the brand's voice and appeal to local populations. With Ada in Messenger, Grab earned the following results:

3x higher containment rate

23% operational cost-savings

90% decrease in ticket backlog

"With Ada's intuitive solution, we were able to move at speed to deploy a proof of concept and help our local teams build and refine content flows quickly and independently. We're thrilled that we have exceeded our target in the first 3 months and are looking forward to refining the Messenger-powered digital assistant."



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As the market leader in Automated Customer Experience (ACX), Ada is the only chatbot platform purpose-built to support an automation-first customer experience strategy.

By diminishing dependence on IT and uncovering new opportunities for revenue, Ada's automation is designed to transform the support model from a cost center to profit center. Headquartered in Toronto, Ada enables clients around the world, like Zoom, AirAsia, and UpWork, to put automation and AI at the front end of their customer experience strategy, thereby freeing live agents to have greater impact.

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