The Data and AI Experience Company

Financial Services

CONVERSATIONAL AI

Finance Leadflow

Move leads from first question to qualified meeting all in chat.

Finance Leadflow captures and qualifies leads in chat, then connects sales-ready leads to your CRM or an advisor. AI qualification and scoring mean sales teams spend their time on the leads most likely to convert.



Meta Channels — Engage and convert across the world's leading messaging platforms

WhatsApp
Business messaging at scale

Instagram
Turn conversations into customers

Messenger
Seamless support and engagement

Complementary Channels — Platform-agnostic, configured for channels beyond Meta

Email
Extend reach beyond Meta

Owned Channels
On web or in app

RCS
Interactive brand experiences

AI Qualification

Ask the right questions and qualify intent conversationally.

Lead Scoring

Score leads on their answers and behavior so sales focuses on the best.

CRM Integration

Push qualified leads and conversation context straight into your CRM.

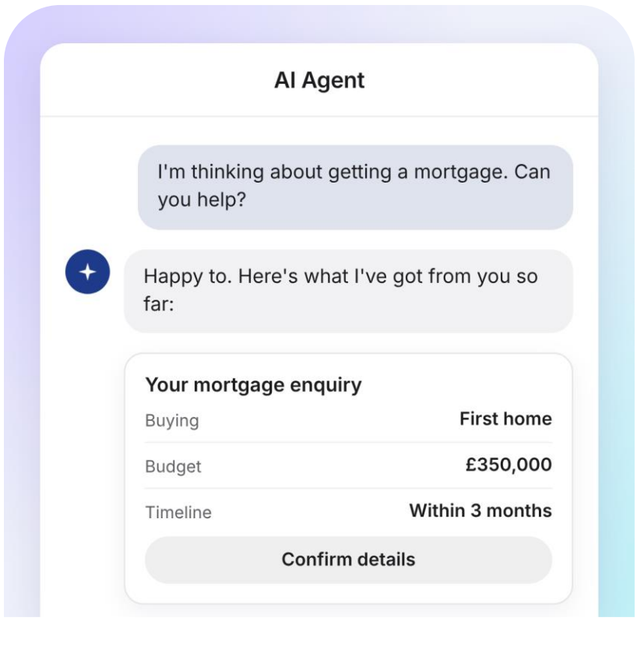
Agent Handover

Route sales-ready leads to the right advisor, live in the chat.

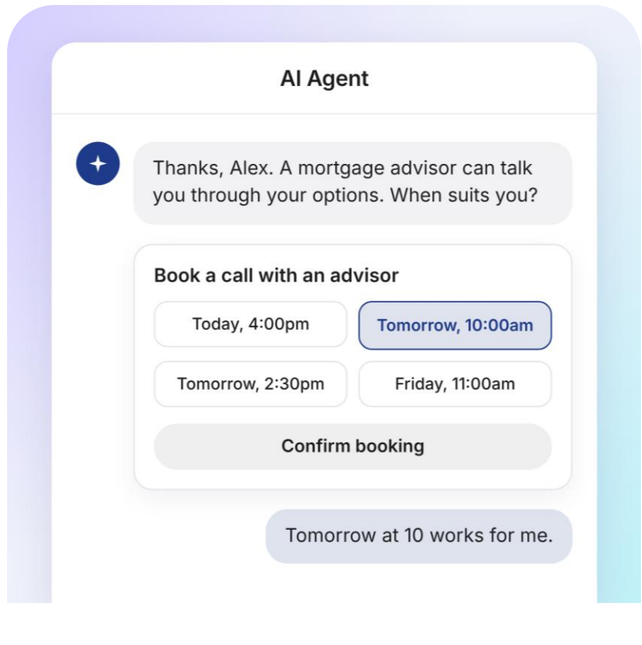
Trusted by global finance leaders

OCBC · DBS · Grab · goto · Maybank · superbank

AI Qualification



CRM Integration & Agent Handover



Make your leads qualified and sales-ready

Asking for advice shouldn't mean waiting for a callback. Web forms sit in inboxes, leads go cold before anyone calls, and when an advisor does get through, customers have to explain everything again.

Why lead generation works better on ADA's Conversational AI platform

Finance Leadflow brings together AI qualification, lead scoring, CRM integration and live agents to turn every enquiry into a sales-ready conversation.



DBS

How DBS drove loan uptake and AUM growth through WhatsApp

ADA enabled DBS to deliver loan offers to eligible existing customers through WhatsApp, with repayment reminders continuing in the same conversation.

Banking - APAC

Loan Cross-sell

Payment Reminders

1.8 x
Higher conversion than legacy channel

Millions
Of customers reached on a familiar channel

End-to-end
Solutions from offer to repayment journey

Drive more qualified leads with Finance Leadflow

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.

26B+
Personalized journeys created

278M+
AI-powered conversations to drive engagement

16B+
Authentications verified to protect trust

ada