ada The Data and AI Experience Company

Telecommunications

CONVERSATIONAL AI

Telco SwitchIn

Turn switchers into active subscribers with plan selection, ID checks, number port-in and setup.



Telco SwitchIn takes a prospect from considering a switch to an active subscriber in a single conversation. Customers choose a plan, verify identity, port in their number and complete setup in chat, with an agent one tap away when they need one.

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

Plan Discovery

Guide switchers to the right plan through simple questions, right where they asked.

Identity Verification Integration

Plug into your ID-check provider so verification happens in the chat, not on a separate form.

Agent Handover

Hand over to a live agent with full context whenever the customer wants a person.

Port-In APIs

Trigger and track number port-in requests through your APIs without leaving the conversation.

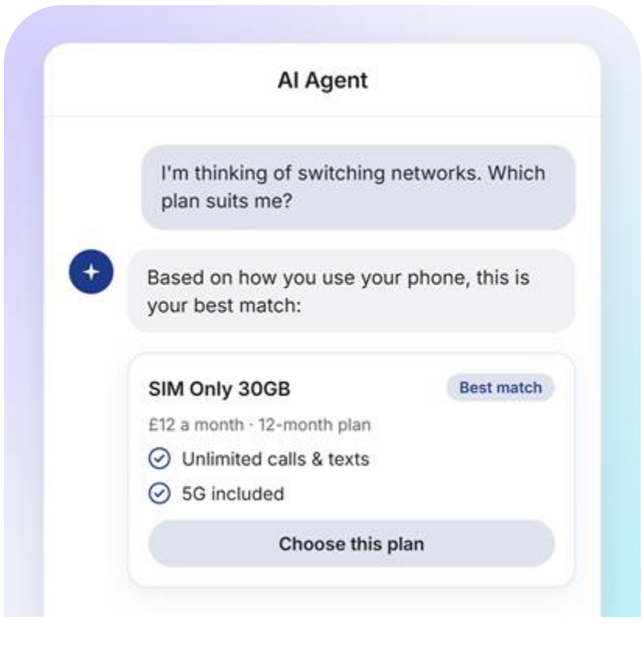
Order Tracking

Keep customers updated on order, delivery and activation status automatically.

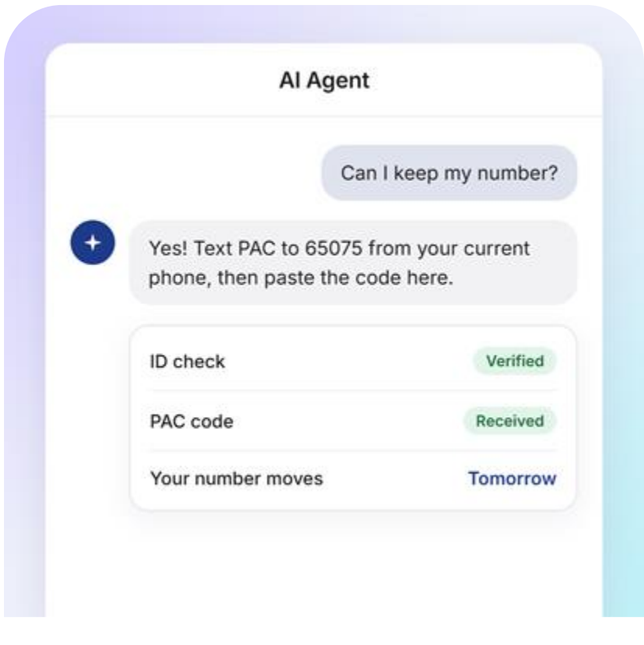
Trusted by global telco leaders

M1 · celcomdigi · XLSMART · Dialog · Smart · eight

Plan Discovery



Port-In API & ID Verification



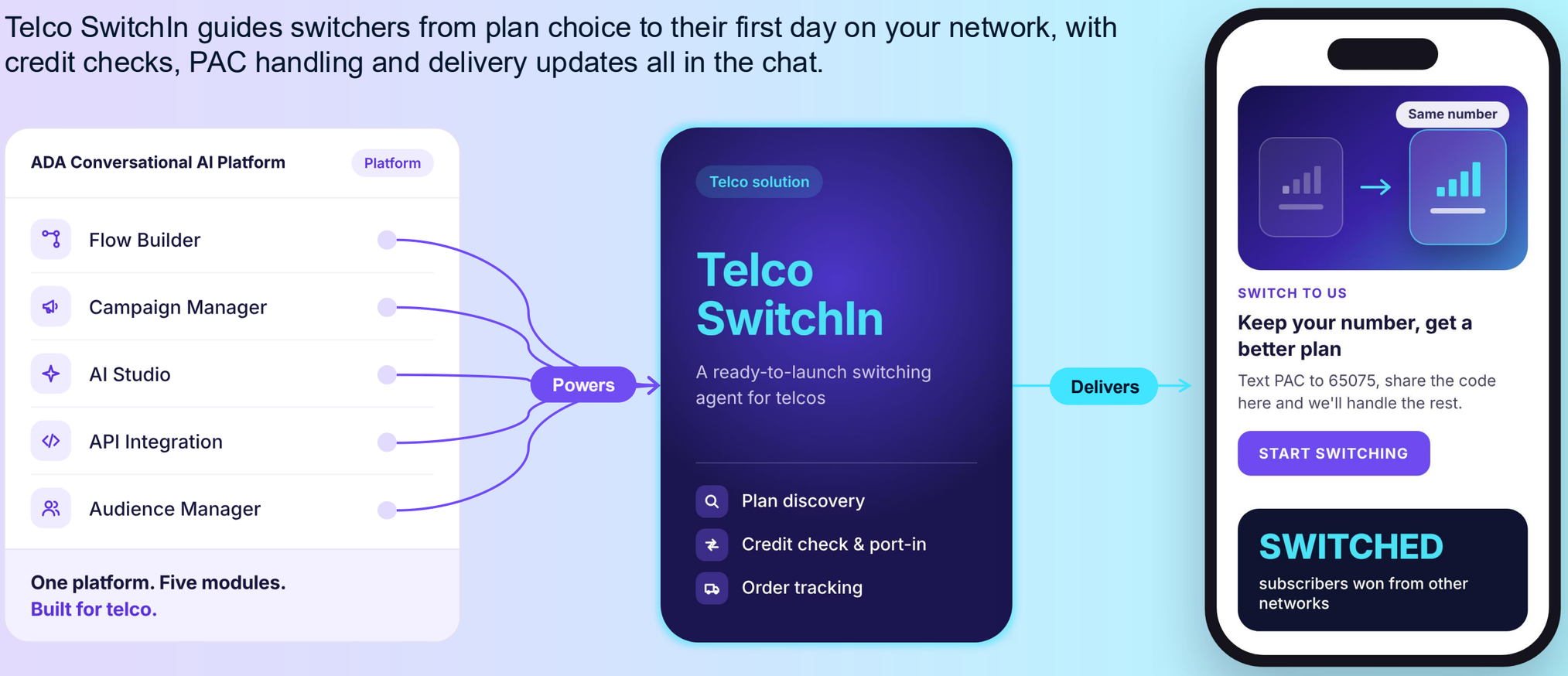
Make the Switching journey frictionless

Switching networks shouldn't feel risky.

Plans are hard to compare, keeping a number sounds complicated, and the wait for a new SIM gives switchers time to change their mind and stay put.

Why switching network works better on ADA's Conversational AI platform

Telco SwitchIn guides switchers from plan choice to their first day on your network, with credit checks, PAC handling and delivery updates all in the chat.



Telco - Singapore

Device Pre=Order

Convo Commerce

How M1 sold 55% of Samsung S25 pre-orders through WhatsApp

ADA turned WhatsApp into M1's pre-order destination for the Samsung S25. Customers browsed devices, chose a model, booked a collection slot and completed their order in one chat, instead of queuing, filling in forms or calling customer service.

55%	60%	3K
Of sales achieved through WhatsApp	Faster conversion time (5 to 2 minutes)	Concurrent conversations handled

Grow subscriber revenue with Telco SwitchIn

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

26B+	278M+	16B+
Personalized journeys created	AI-powered conversations to drive engagement	Authentications verified to protect trust