The Data and AI Experience Company

Telecommunications

CONVERSATIONAL AI

Telco TradeUp

Trade in, pick a deal, check out. All in a single conversation.

Telco TradeUp turns upgrade eligibility into devices orders. Customers get a timely reminder, see their trade-in value, choose a deal and plan, and pay, all inside the chat.



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

Upgrade Eligible Segments

Identify and target customers approaching upgrade at exactly the right moment.

Device Discovery and Recommendation

Show the devices that fit each customer's profile and preferences.

Trade-in Valuation

Give an instant trade-in estimate and remove the biggest upgrade hesitation.

Deal and Plan Selection

Let customers compare handset deals and plans side by side in chat.

Checkout and Payments

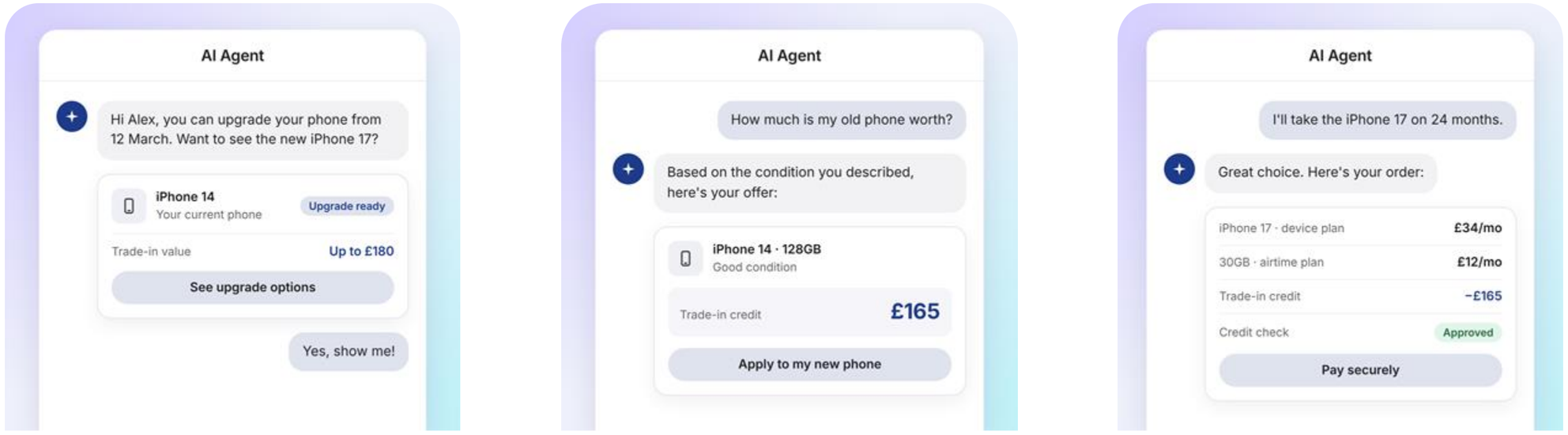
Complete the order and payment in the conversation using your payment API.

Trusted by global telco leaders

M1 · celcomdigi · XLSMART · Dialog · Smart · eight

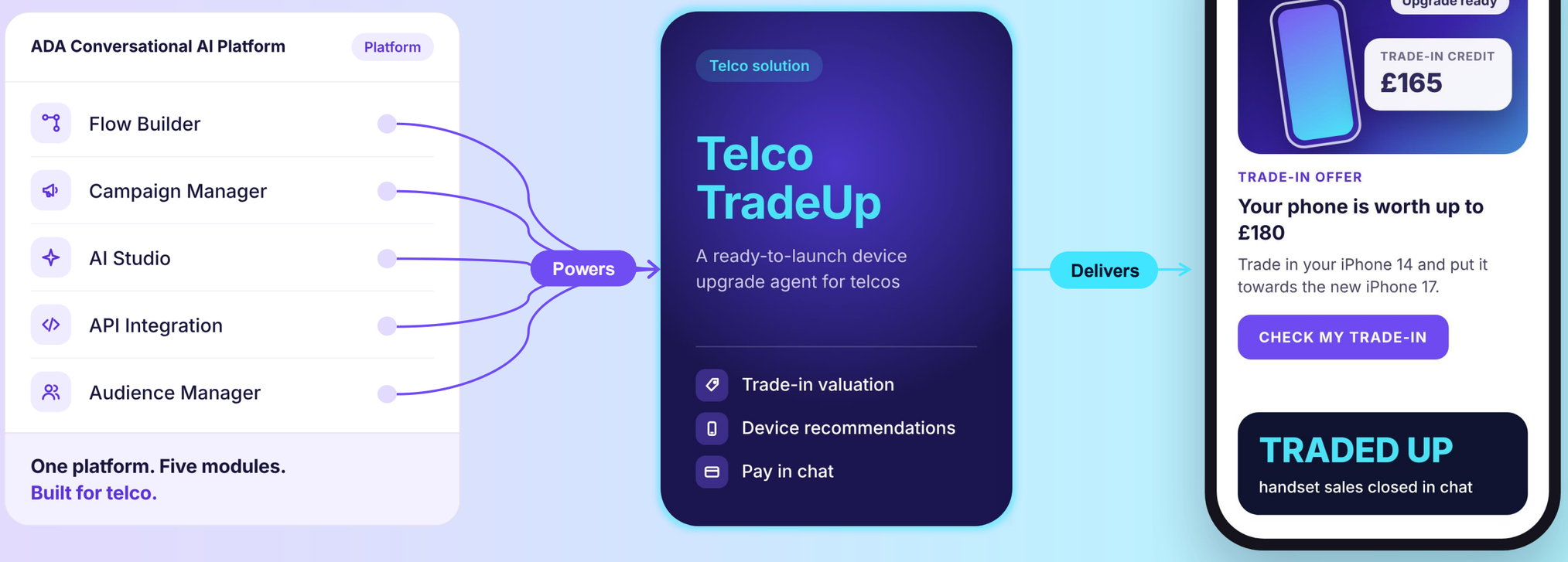
Drive device sales through messaging

Getting a new phone shouldn’t mean a trip to the store. Trade-in quotes live on one site, deals on another, and by the time customers work it all out, they’ve bought elsewhere.



Why device upgrades work better on ADA's Conversational AI platform

Telco TradeUp turns an upgrade reminder into a completed order, with trade-in valuation, device recommendations and payment all handled in the same conversation.



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%
Of sales achieved through WhatsApp

60%
Faster conversion time (5 to 2 minutes)

3K
Concurrent conversations handled

Grow device sales revenue with Telco TradeUp

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