The Data and AI Experience Company

Telecommunications

CONVERSATIONAL AI

Telco Uplift

Recommend the right plan or add-on at the right moment to grow ARPU across the existing base.

Telco Uplift segments your subscribers, recommends the right plan or bolt-on at the right moment, and let customers say yes in the chat. Use your own recommendation logic; ADA delivers it as a conversation.



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

Customer Segmentation

Group the base by usage, value and lifecycle so each offer reaches the right audience.

Personalized Plan and Recommendation

Deliver the right plan or add-on at the right moment, in a conversation the customer can act on.

Eligibility and Billing Integration

Check eligibility and show the billing impact in real time before the customer accepts.

Trusted by global telco leaders

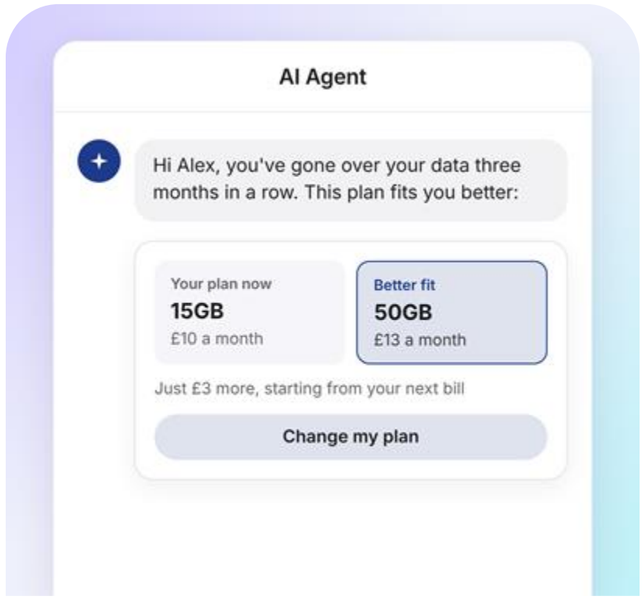
M1 · celcomdigi · XLSMART · Dialog · Smart · eight

Improve your ARPU

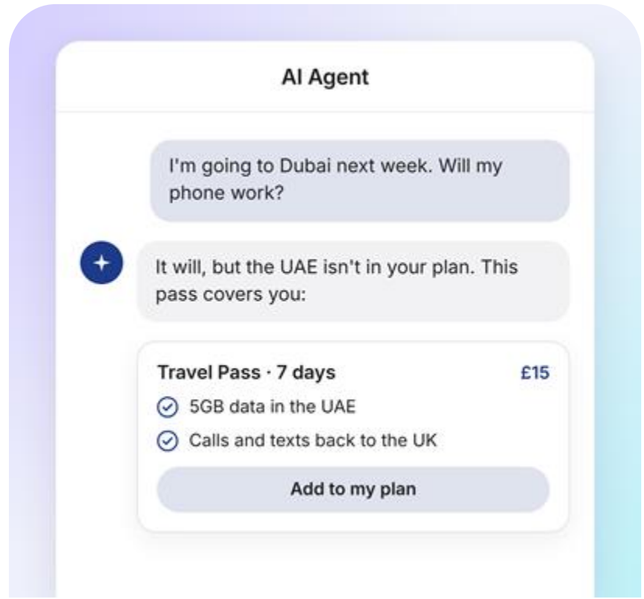
Plenty of customers are on a plan that no longer fits.

Generic offers land at the wrong moment and get ignored, and a plan that doesn't fit slowly becomes a reason to leave.

Is there a plan that fits me better?

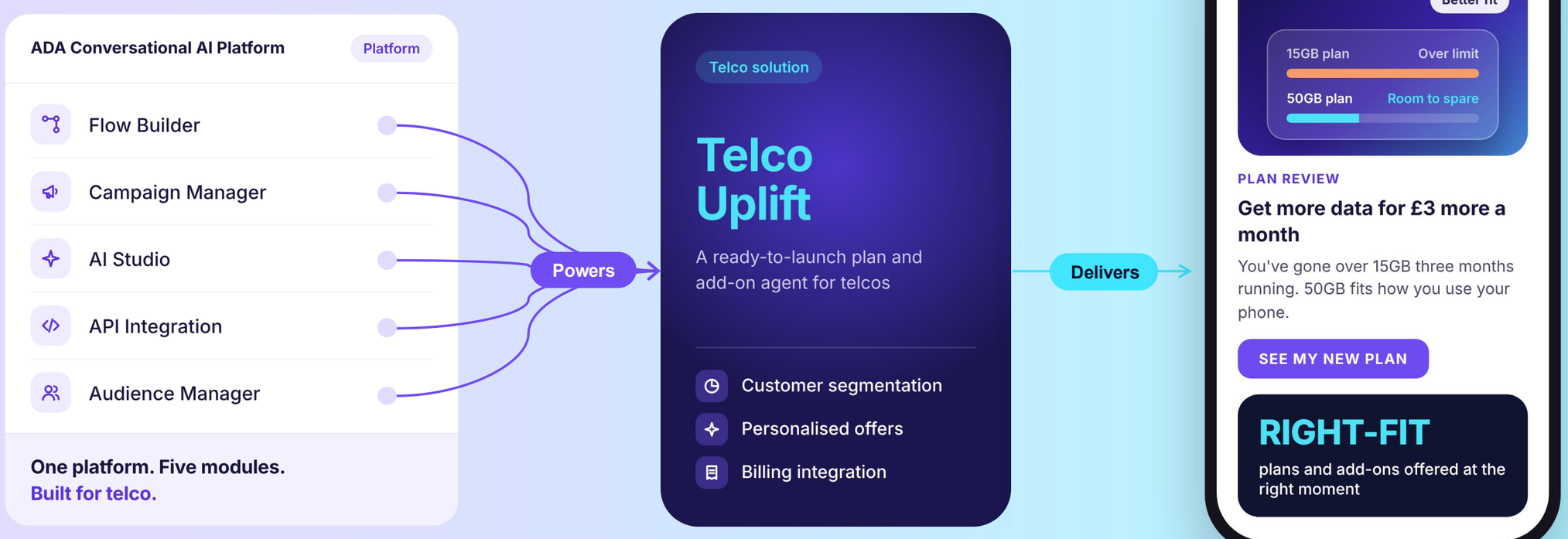


Do I need roaming for my trip?



Why growing ARPU works better on ADA's Conversational AI platform

Telco Uplift uses your segments, recommendations and billing data to offer each customer the plan or add-on that fits, at the moment they need it.



ada For TELCO

Telco – APAC

ARPU Growth

CVM

How a leading APAC telco unlocked ARPU growth on WhatsApp

ADA used its CVM segments to send each group the right offer on WhatsApp, then guided them straight to the next step: a store visit, a device offer or an in-app promotion.

25%
Higher discovery-to-conversion rate

Increase
Customer loyalty and NPS

Reduce
Acquisition cost and churn

Grow ARPU with Telco Uplift

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