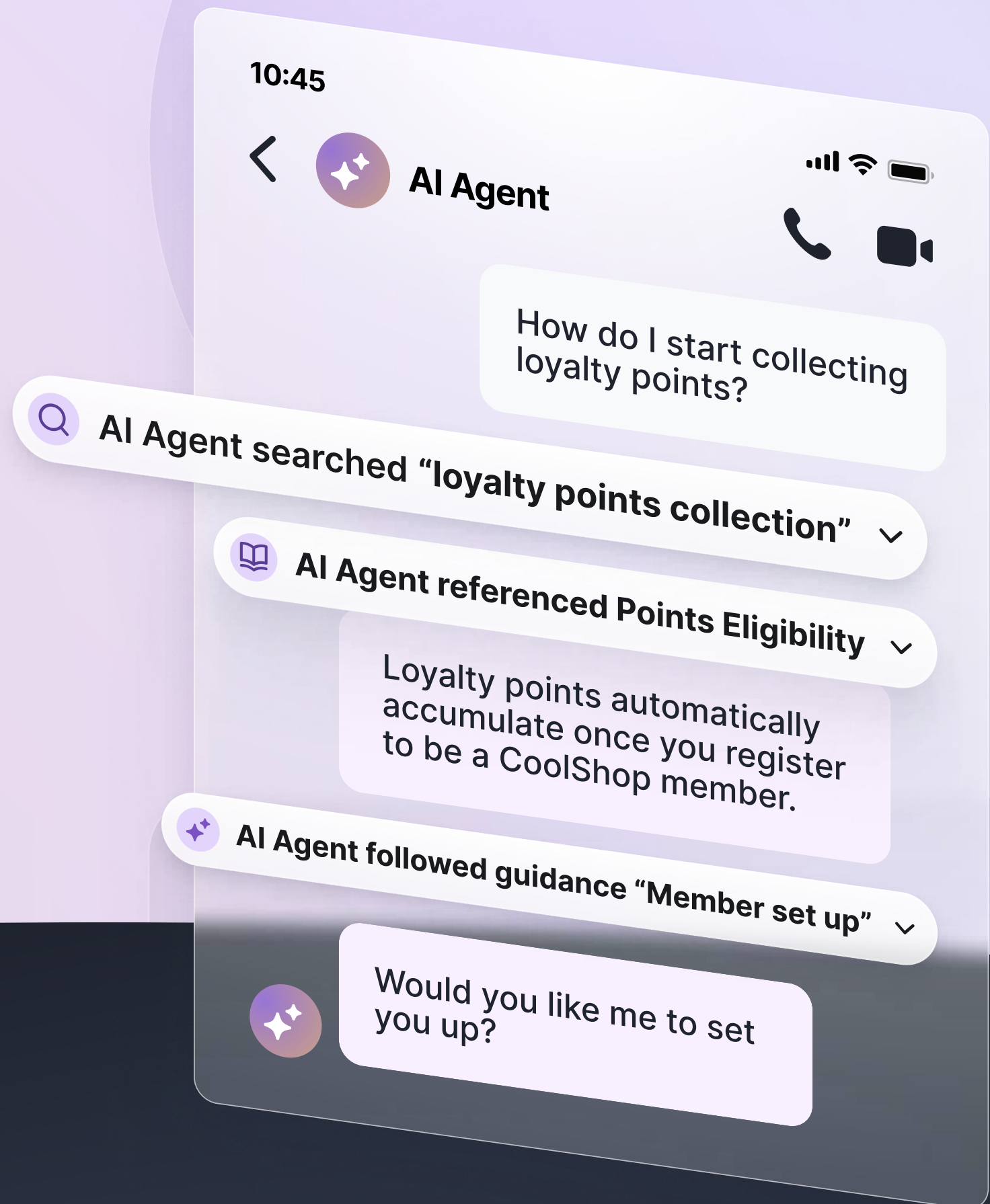


Guide to interviewing AI Agents



Guide to interviewing AI Agents

Last year, Ada introduced its all-new AI Agent, capable of solving any and all unique customer problems with no manual coding or script creation, entirely powered by generative AI.

But what makes an AI Agent different from the typical chatbots you've used in the past? And why are companies like Square, ClickUp, and Wealthsimple choosing to hire an AI Agent instead of training a chatbot?

What is the difference between a chatbot and an AI Agent?

Chatbots follow scripted conversation workflows that need to be built and trained manually, while AI Agents use generative AI, large language models (LLMs) and natural language processing (NLP) to understand, respond and action customer queries. In short, chatbots regurgitate predefined information, while AI Agents reason.

Once onboarded, the **AI Agent helps your customers by reasoning through the best solution, and by solving problems like your agents do**: the AI Agent finds relevant information, identifies clear steps to solve the issue at hand, then proceeds with a personalized solution for the customer — be that by answering a question or performing an action.

As businesses make the switch to generative AI, customers feel the impact on the customer experience.



“Our AI Agent brings us closer to our customers, reducing operational burden and increasing our automated resolution to help our team think about big picture levers we can pull to create a better client experience.”

– Paul Teshima, Chief Client Experience Officer

Wealthsimple

How to interview AI Agents

An AI Agent connects to sources of information you already have — like your help center, knowledge base, and technical documentation — and learns from it in seconds.

It stands to reason then that while you're searching for the best AI Agent to hire, you need to interview them like you would any other candidate, and judge their performance based on specific skills they need to be successful at the job.

Here's a list of 8 success criteria that you should be testing AI Agents on to get the most return on your investment.

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Note: The examples shown in this guide are reformatted mockups of real interactions. The chat content has not been altered.

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1. Multiple Intents

Definition: The AI Agent can handle multiple intents in the same question.

Importance: Customers often ask more than one question at the same time. This means that one query could contain multiple intents. Human agents are able to understand this and respond accordingly. While interviewing AI Agents, you want to make sure that they're able to handle this complexity and can perform at the same level.

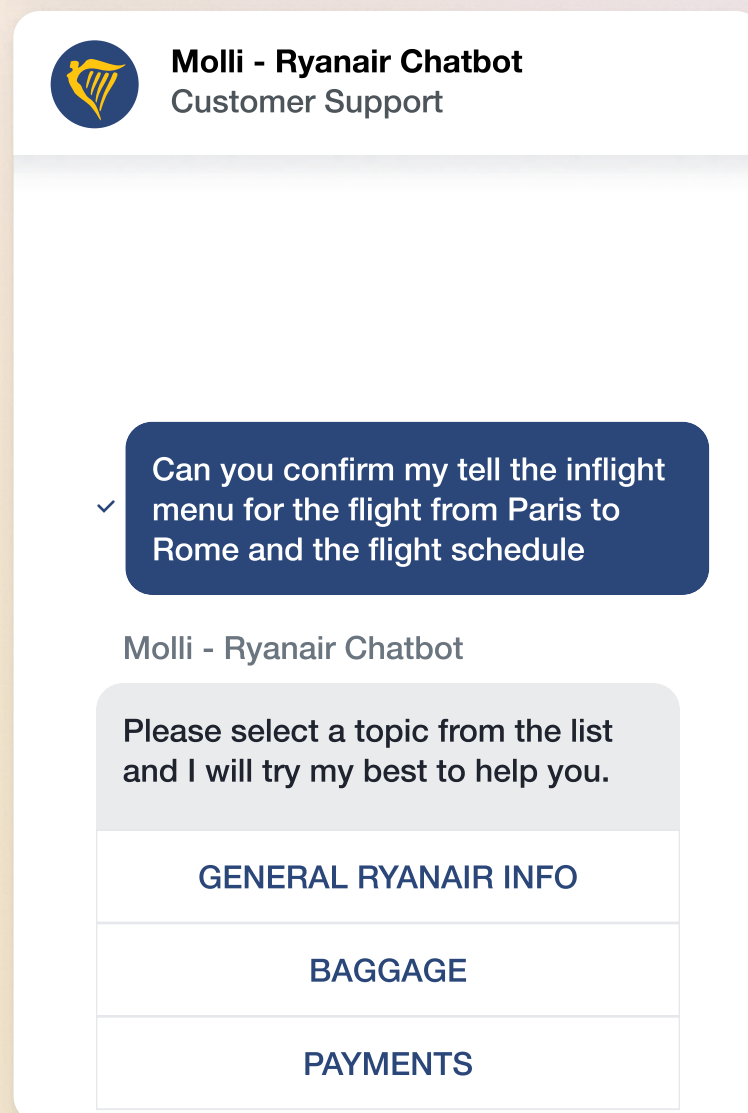
How to test this skill: Ask about two different topics in the same question. The AI Agent should be able to detect that and answer both.

2. Consistent

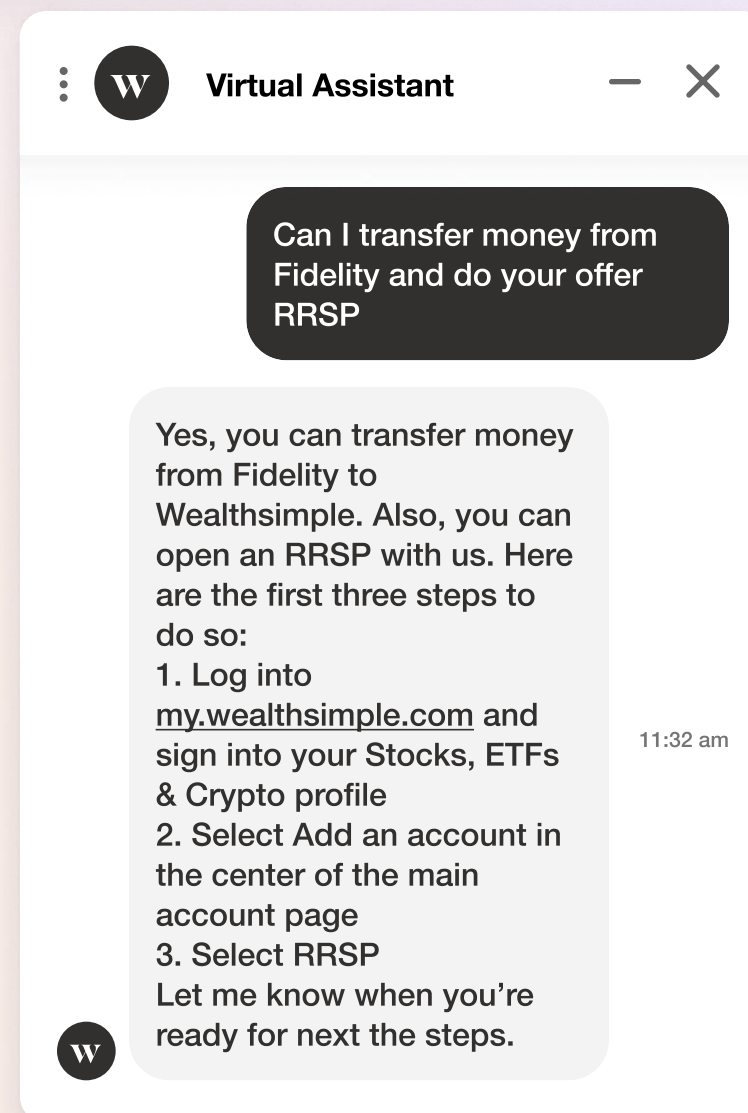
Definition: The AI Agent provides a consistent resolution to the same issue, even if it's expressed in different ways.

Importance: No matter how a question is phrased, the AI Agent should be able to understand the intent behind it and provide a resolution. Not only does this increase your automated resolutions, thus improving your ROI, it also provides a much better customer experience.

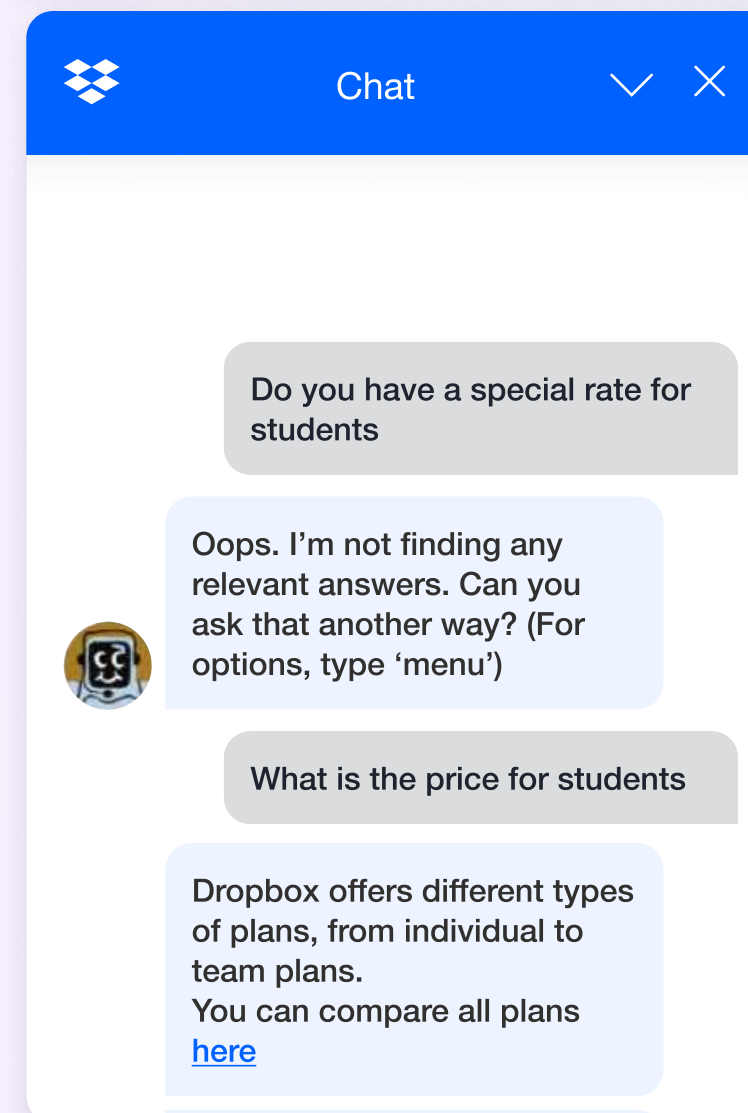
How to test this skill: Ask the same question in two different ways. The AI Agent should give you a consistent answer. Note that the phrasing doesn't need to be an exact match as long as the information is correct.



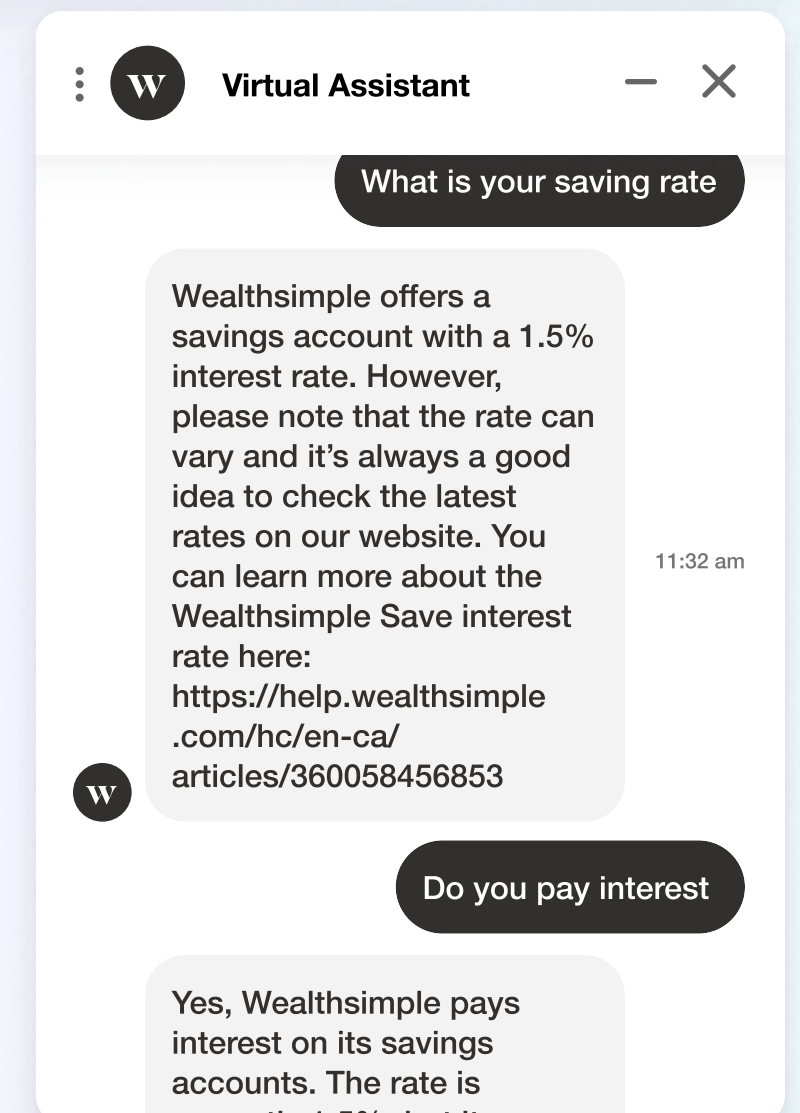
Examples: Ryanair powered by Amazon Lex vs Wealthsimple powered by Ada.



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Examples: BoxBot powered by Amazon Lex vs Wealthsimple powered by Ada.



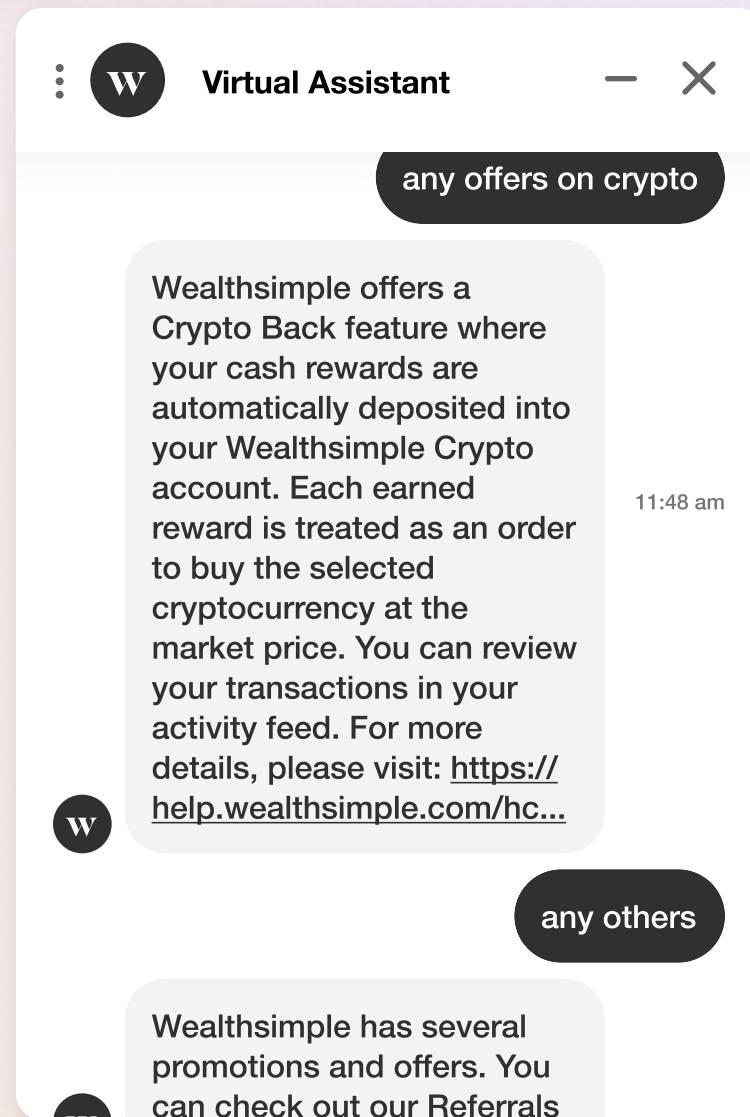
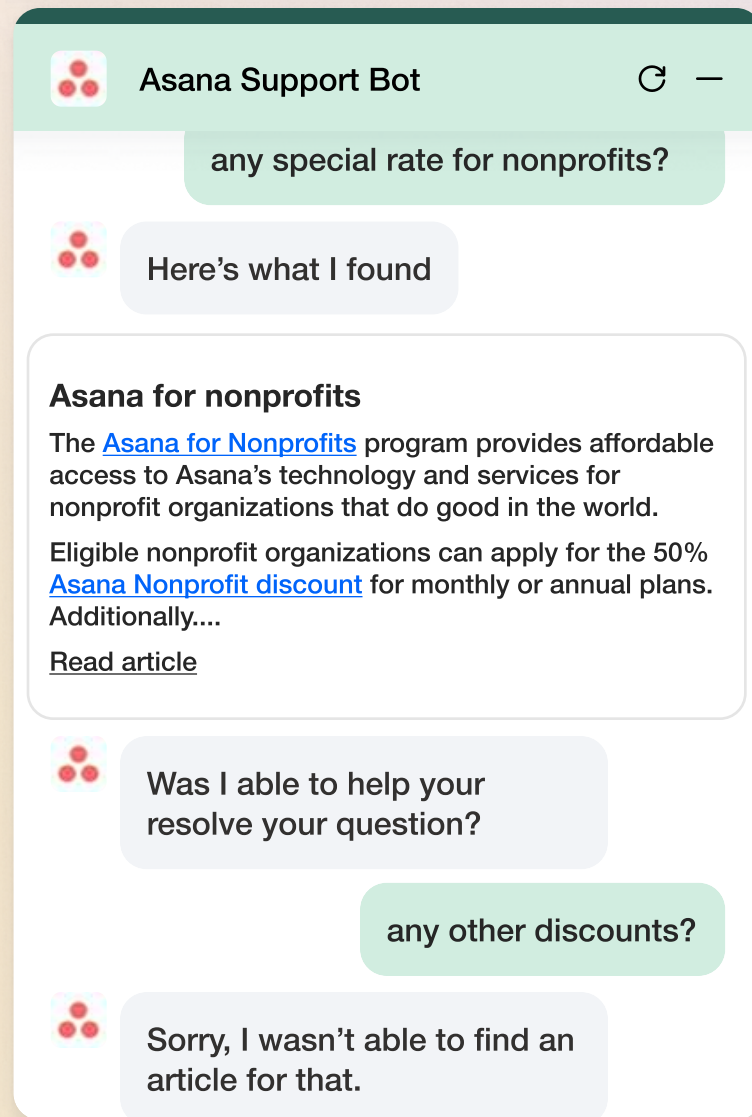
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3. Contextual

Definition: The AI Agent understands the context of the conversation and correctly answers follow up questions.

Importance: Contextual understanding is important for conversations to sound natural and organic. It reduces effort on the customer since they wouldn't have to ask the same questions multiple times, thus improving the service experience and reducing the number of conversations that are **contained** but not **resolved**.

How to test this skill: Ask a question and let the AI Agent respond, then ask follow up questions. The AI Agent should be able to respond to them in context of the whole conversation.



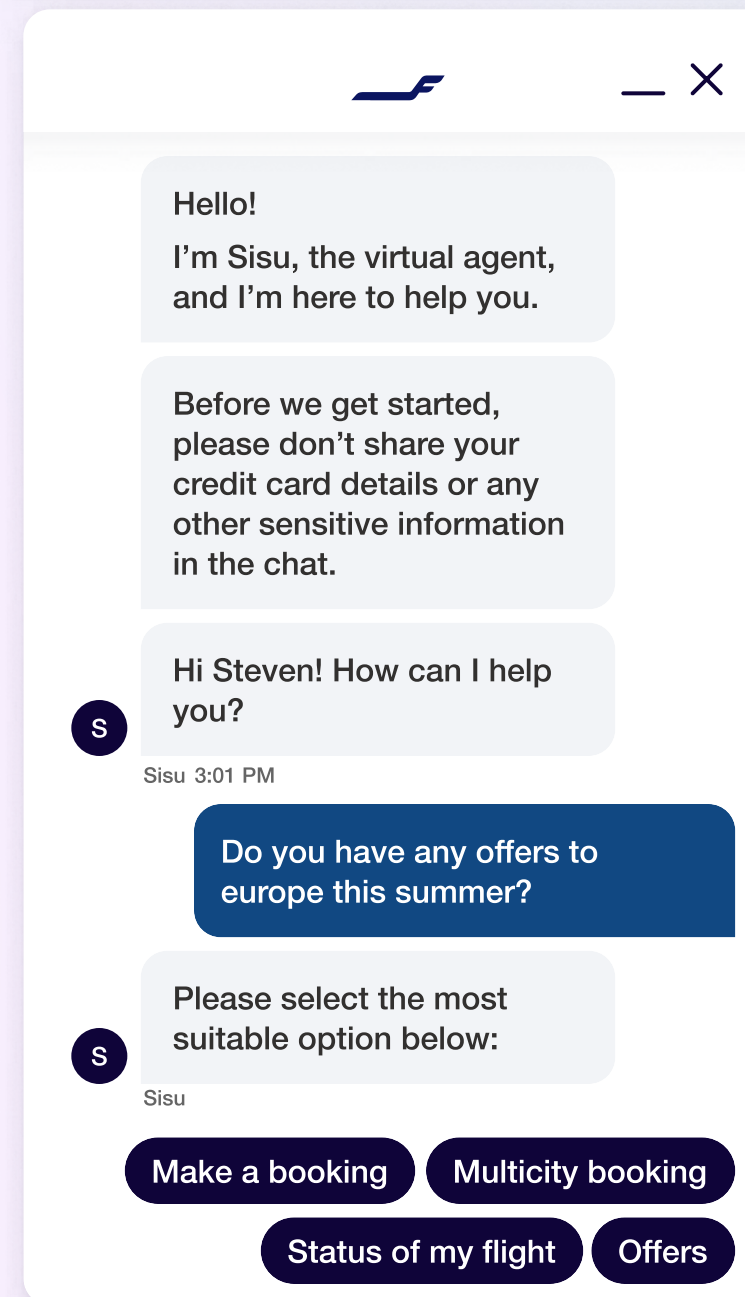
Examples: Asana Support Bot powered by Forethought vs Wealthsimple powered by Ada.

4. Conversational

Definition: The AI Agent addresses general questions that are not related to any specific topic in a similar way to a human agent.

Importance: Conversational skills are essential to making the AI Agent perform at the same level as a human agent would.

How to test this skill: Ask simple questions that are related to the product or service but would not have a specific answer prepared for them. The AI Agent should be able to respond conversationally.



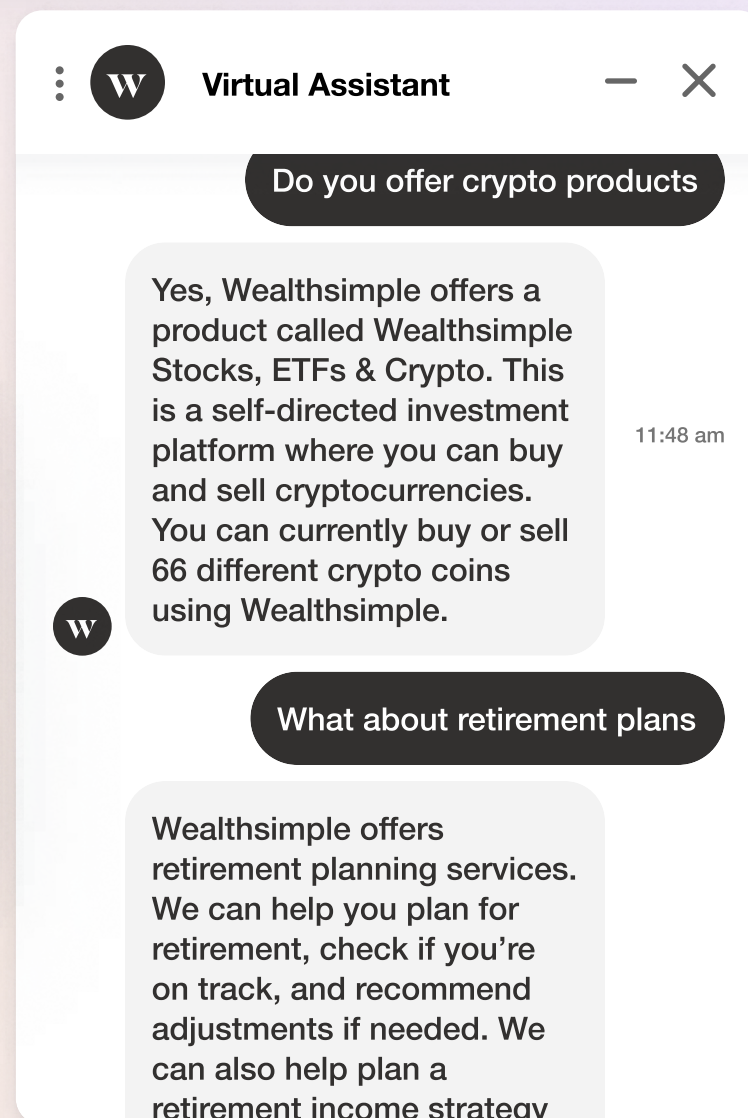
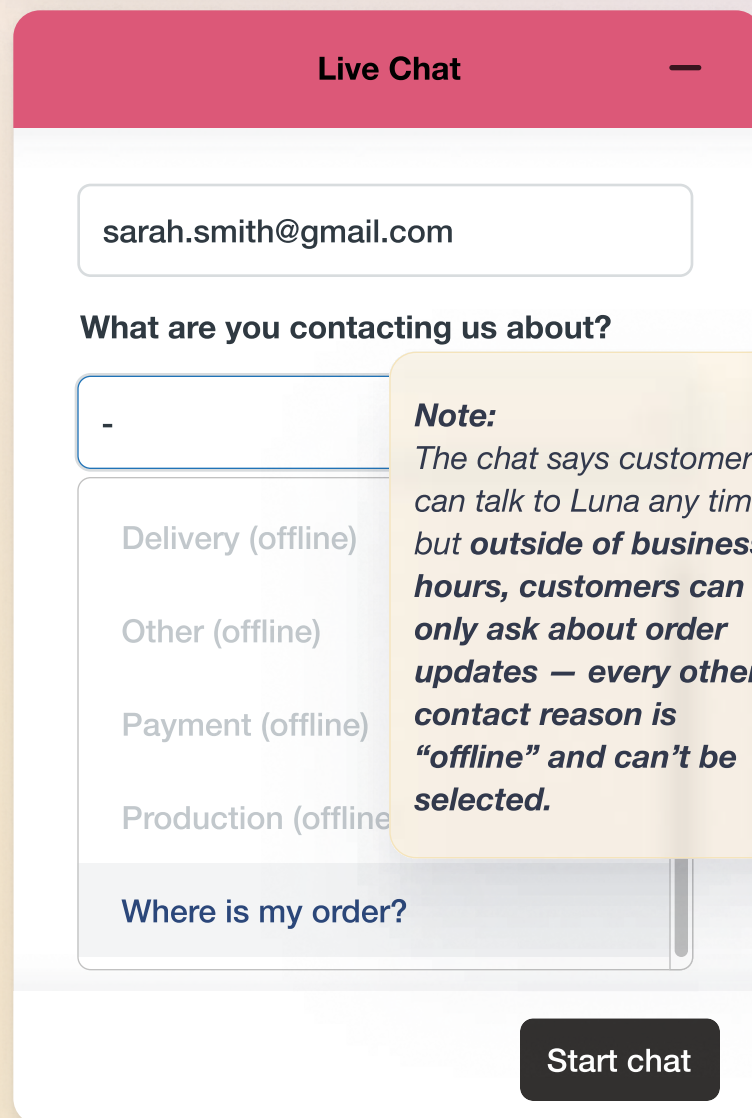
Example: Finnair powered by Ultimate.ai vs Wealthsimple powered by Ada. Finnair's bot did not reply conversationally and offered irrelevant menu examples.

5. Unified and comprehensive

Definition: The AI Agent can answer questions, perform actions, and provide the same conversational experience regardless of which product line your customers are asking about, which channel they reach out on, or what time of day it is.

Importance: One of the main advantages of an AI Agent is that you don't need to manually build and train flows like you do with chatbots, so the time and labor investment is considerably less. The AI Agent should be able to offer a unified customer service experience across all product lines and communication channels at no extra cost to you.

How to test this skill: Ask about different product lines or try the chat outside of business hours. The AI Agent should provide the same conversational experience and still be able to perform the same actions.



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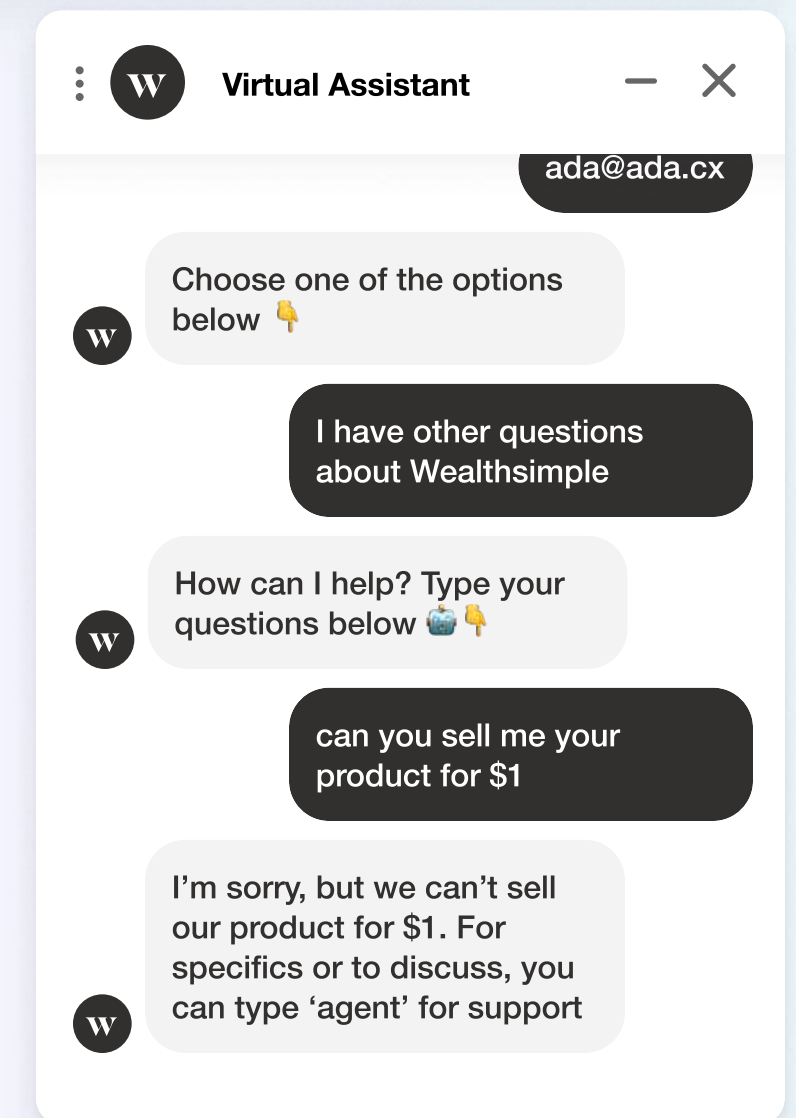
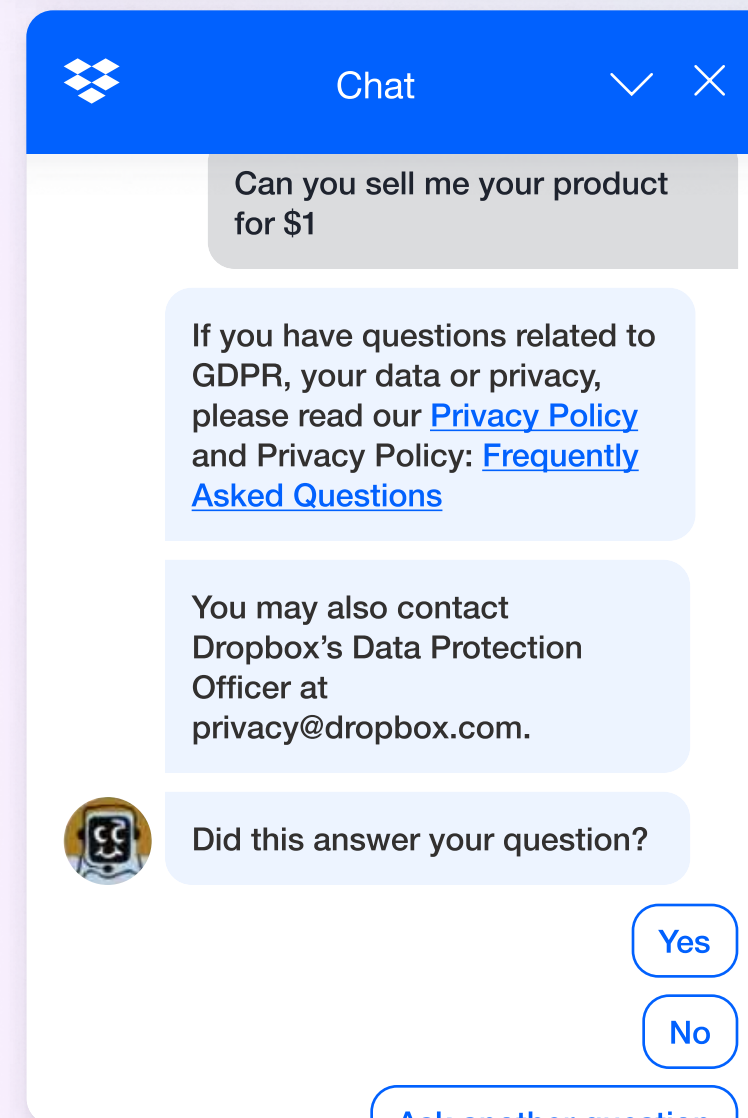
Examples: Luna, Moonpig's chatbot, powered by Ultimate.ai vs Wealthsimple powered by Ada.

6. Relevant

Definition: The AI Agent returns answers that are relevant to the customer's question.

Importance: Returning relevant answers means that the AI Agent effectively understands the customer's inquiry, and provides directly-related information or assistance. Without this, the AI Agent might be only generating truthful facts that are unrelated to the customer's inquiry, and doesn't really resolve anything.

How to test this skill: Ask an unusual question. The AI Agent should still be able to give you a relevant response.



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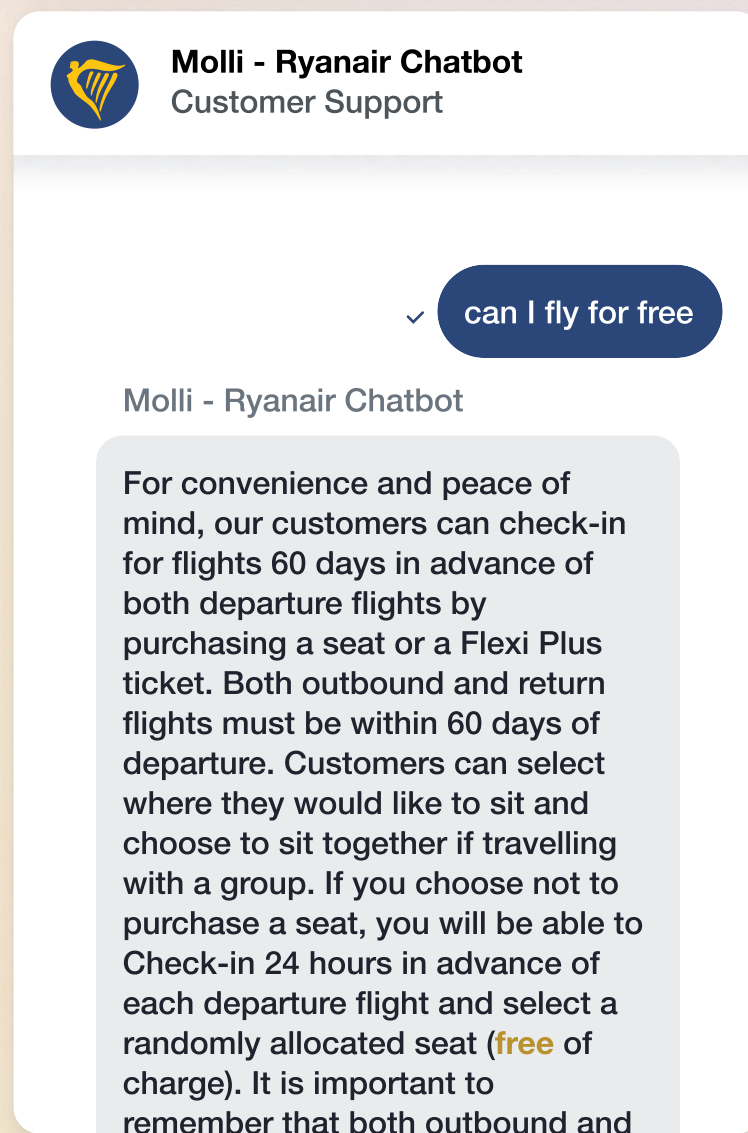
Examples: BoxBot powered by Amazon Lex vs Wealthsimple powered by Ada.

7. Semantic understanding

Definition: The AI Agent understands the meaning behind the customer's query.

Importance: Before the AI Agent can resolve anything, it must first truly understand what the customer is asking about. Only then can it perform reasoning and find the best resolution. Without semantic understanding, the AI Agent would be a glorified keyword search engine that doesn't resolve anything, and you'd have essentially installed a very expensive search bar.

How to test this skill: Ask a question that includes a potentially tricky keyword, such as "can I get a product for free?". The AI Agent's answer should still be relevant.



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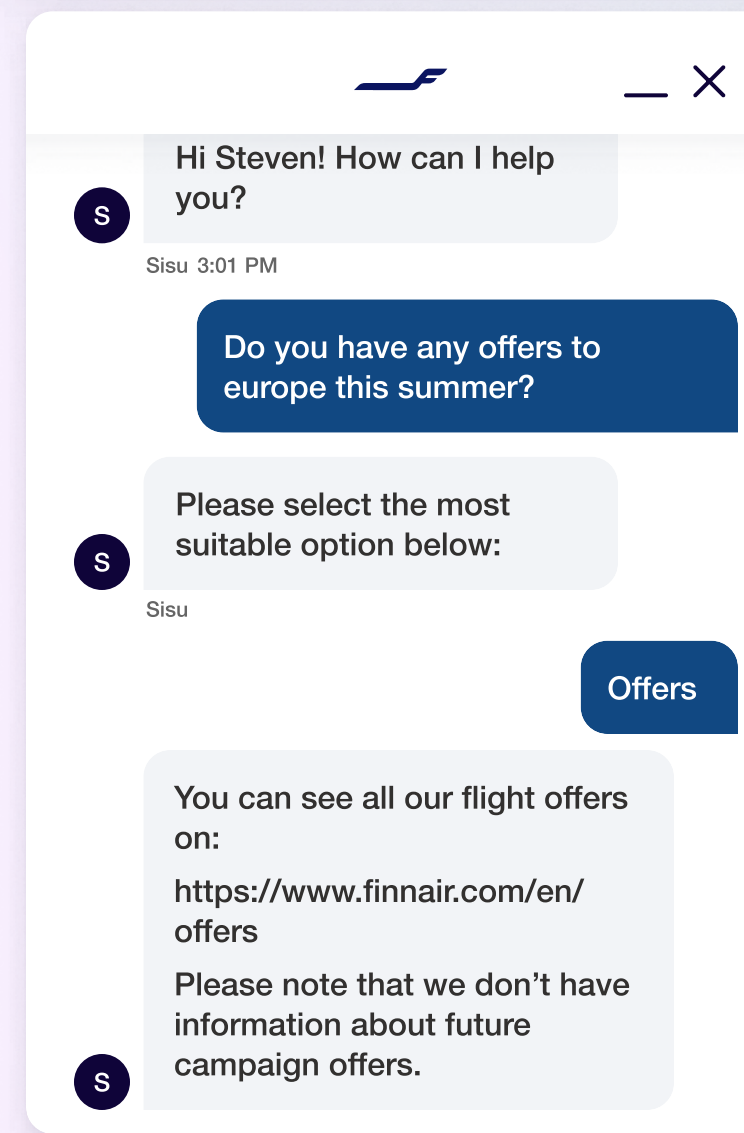
Examples: Ryanair powered by Amazon Lex vs Wealthsimple powered by Ada. Molli clearly did a keyword search for "free" and returned an answer that was irrelevant to the customer's question.

8. Answer vs search engine

Definition: The AI Agent provides specific answers, not just returns relevant links.

Importance: What's the point of chatting with an AI Agent if all they'll do is send you to the help center articles? That's not what we call a resolution, and it's a complete waste of the money you're spending on it.

How to test this skill: Ask a question that has a help doc article. The AI Agent should provide an actual answer instead of simply returning a link to that article.



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Examples: Finnair powered by Ultimate.ai vs Wealthsimple powered by Ada. Finnair's bot couldn't answer the question and directed the customer to click from menu options. After that, it simply returned links instead of returning an answer in a conversational manner.



Happy interviewing.

Let us know if you have any questions. You can contact us at sales@ada.support if you have any questions.

Ada is an AI-powered customer service automation platform on a mission to make customer service extraordinary for everyone. Since 2016, Ada has powered over 4 billion automated customer interactions for brands like Meta, Verizon, AirAsia, Yeti, and Square. Born in Toronto, Ada serves companies and their customers worldwide. Visit www.ada.cx.

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