

Business Case: Attending the Ada ACX Retreat

To: [Manager Name]

From: [Your Name]

Date: [Date]

Re: Approval to attend the Ada ACX Retreat — [Location], [Date]

I'd like approval to attend the ACX Retreat, an exclusive event Ada is holding this fall for its most valued customers. [Company] was invited, and the agenda lines up with what we're trying to do with the platform right now.

What it is

A full day of hands-on workshops led by Ada's product and solutions team. We build directly inside our own workspace during the sessions, so anything we improve on the day carries back with us. There are three workshops:

- *Own the Quality.* What it looks like when a customer's issue resolves the first time, without them repeating themselves. I'd leave with examples for designing the ideal customer experience end to end.
- *Own the Business Impact.* What it looks like when the agent drives a real outcome: a save, a resolution, a retained customer. I'd leave knowing the next outcome our agent should own and how to build toward it.
- *Own the Improvement Loop.* Always knowing what's working, and eventually having the agent surface what isn't. The output is a working improvement habit, not a one-off fix.

Running through all three is Ada's ACX Maturity Framework, which evaluates where our team sits across automation depth, quality practices, team structure, and roadmap clarity. By the end of the day I'd have a picture of our next stage and a 90-day plan to get there.

Why it's relevant to us

The three workshops map onto what we're already working through: improving resolution strategies, enabling more meaningful action, and driving continuous improvement.

[Add a line tying this to something specific — e.g., "We've been wanting to improve resolution for X" or "We're weighing whether to build a save flow for downgrades."]

What I'll bring back

A 90-day plan for where we take the program next, benchmarked against the maturity framework. Direct input from Ada's product team on our specific setup. And a working relationship with other AI and CX leads running similar programs.

Cost

Registration is \$599, and it covers the welcome and closing receptions, full day of programming, and all food and drink during the event.

[Add travel and hotel if your approver needs the full number.]

I'd like to register before the early-bird cutoff. You can find the full details on their [website](#).

Thanks,

[Your Name]