



Amplitude Launches AI Assistant to Help Users Get Unstuck Inside Any Product Experience

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New in-product support agent answers questions with behavioral data and user insights, guides users through tasks, and shows product teams whether problems are truly fixed

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 21, 2026-- To help companies provide personalized support the moment users land inside their product experience, Amplitude, Inc. (Nasdaq: AMPL) today introduced [Amplitude AI Assistant](#), an embedded support agent. When users get stuck, AI Assistant guides them on what to do next, or even takes action for them—with context-aware responses and step-by-step walkthroughs that feel as if an expert were sitting beside them, so users get support without ever leaving the product.

While most AI chatbots are built to resolve support tickets and answer simple questions, they sit in a separate CX system that only sees what users type in the moment—not what they did before, during, or after the conversation. That's why Amplitude AI Assistant is built on the Amplitude AI Analytics Platform, connecting every chat to real user behavior, product journeys, and [in-product guides](#). Users get help instantly, while product teams see where people get stuck, which fixes work, and how any change impacts activation, conversion, and retention.

"When a user gets stuck in a product, they shouldn't have to file a ticket or go hunting through help docs," said Spenser Skates, co-founder and CEO at Amplitude. "Amplitude AI Assistant lives inside the product, understands what users are trying to do from their behavior, and helps them finish the job on the spot. This is the start of a world where products can take care of their own users, and getting help is part of the experience, not a separate, frustrating process."

With Amplitude AI Assistant, teams can:

- **Tailor support for each user** – Personalize every response using behavioral data and user history, delivering in-product guidance that matches exactly where a user is in their journey.
- **Help users finish critical tasks** – From a single conversation, AI Assistant can trigger step-by-step walkthroughs or take action on a user's behalf to complete entire workflows. Users go from stuck to resolving an issue without leaving the product, searching for answers, or waiting on support.
- **Proactively address user frustration** – Monitor and identify when users are struggling and deliver proactive, contextual help before those signals escalate into disengagement or churn.
- **Gain full visibility into every response** – Provide complete transparency into every interaction, surfacing the sources cited, the reasoning applied, and the decision path behind answers, so organizations can feel confident in responses.

Because AI Assistant is connected to Amplitude's AI Analytics platform, every interaction becomes fuel for a smarter support experience. With Guides and Surveys, AI Assistant can decide when to intervene, what guidance to share, and how to help users through specific tasks. Session Replay surfaces what brought a user to ask a question, as well as what they did once they had an answer. If an inquiry needs a human touch, support teams receive a complete case file at handoff so they can pick up without missing a beat. Additionally, AI Feedback turns real conversations into a continuous stream of product intelligence, giving teams insight into what users need.

Support agents have always had the potential to do more, and with Amplitude AI Assistant, they finally can. Built on top of a company's product data, it knows their users, understands where they struggle, and steps in before a ticket is filed. Early customers are already using it to complete onboarding, reduce support volume, and uncover the hidden friction costing them revenue.

"Our users don't want to stop what they're doing to look for help or file a support ticket," said Michelle Esquivel, Senior Manager of Global Documentation, Advanced Solutions International, Inc. "Amplitude AI Assistant gives us a way to meet users where they are, inside the product, with guidance that feels personal and immediate. We see this as the future of how we can better support our customers."

For more information about Amplitude AI Assistant and the Amplitude AI Analytics Platform overall, please visit amplitude.com.

About Amplitude

Amplitude is the leading AI analytics platform that helps companies unlock the power of their products. Over 4,700 customers, including Atlassian, Burger King, NBCUniversal, and Square, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2's Spring 2026 Report. Learn how to optimize your digital products and business at amplitude.com.

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