

aws marketplace

FreshChat

Reviews, tips, and advice from real users



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Product Recap



FreshChat

FreshChat Recap

FreshChat enhances communication efficiency through automation, offering fast responses and easy integration across platforms while its AI-driven support minimizes the need for human intervention. Multifunction capabilities streamline customer interactions, boosting trust and satisfaction.

FreshChat provides a comprehensive messaging platform designed to optimize communication flow within organizations. By integrating seamlessly with tools like WhatsApp and Freshdesk, FreshChat enables multifunctional customer interaction, reduces response times, and leverages AI to handle routine inquiries. Despite some challenges, such as bot bugs and limited customization features, FreshChat remains a valuable tool for organizations aiming for increased productivity and enhanced customer experience. It offers robust analytics and management tools, although improvements in reporting functionality and documentation could further elevate its efficacy.

What are the key features of FreshChat?

- **Automation:** Improves communication efficiency with fast, AI-driven responses.
- **Integration:** Seamless integration with platforms like WhatsApp and Freshdesk.
- **AI Bot:** Handles routine inquiries, reducing human intervention.
- **Multifunction Capabilities:** Increases flexibility in customer interaction.
- **Robust Analytics:** Facilitates performance tracking and workload management.

What benefits can users expect?

- **Increased Productivity:** Streamlines responses and customer interaction through automation.
- **Enhanced Customer Experience:** Provides seamless communication across multiple channels.
- **Trust and Satisfaction:** Builds customer trust with efficient issue resolution.
- **Performance Tracking:** Robust analytics for improved decision-making and strategy development.

In industries such as healthcare, FreshChat is frequently employed to respond to patient inquiries, book appointments, and discuss pricing questions, integrating with services like cloud telephony to boost productivity. Organizations use FreshChat's multifunctional capabilities to manage customer interactions through platforms like WhatsApp and live chat, enabling streamlined and efficient communication.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“FreshChat is a reliable platform that is secure and affordable, streamlining the entire customer service delivery process.”



Chris-Edwards

Project Manager at Total organization



“FreshChat is an affordable platform that elevates the quality of customer support we provide, simplifies client engagement, and results in long-term benefits such as an increased customer base and growth in profitability.”



Moses Karanja

Software Engineer at CMC Consultium Limited



“With the introduction of FreshChat, we have seen a reduction in overall time for our work, and our entire workflow has become much more efficient because it is a centralized platform that enables us to serve customers across different channels via FreshChat itself.”



Sumesh Gansar

Product Marketing Manager at Samsung

- ✓ “The scalability of FreshChat is excellent, making it an enterprise-grade platform that grows seamlessly with rising interaction volumes and expanding support teams, as it is built natively on cloud-first infrastructure to handle traffic spikes from promo launches, flash sales, and service outages without experiencing UI lag, connection drops, or crashes.”



Akhil S Varughese

Lead DevOps Engineer at Activelobby Information Systems Pvt Ltd.

- ✓ “FreshChat's best features include its AI chatbot, which is excellent, and it provides quite good scaling capability and modularity that we can customize for our particular use case.”



Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

- ✓ “Live chat and messaging are the best features FreshChat offers based on my exploration so far.”



PradeepYaduvanshy

Engineering Manager at a comms service provider with 11-50 employees



“FreshChat has positively impacted my organization by decreasing the amount of emails that the CSM has to get involved in because the AI is able to either answer or triage more effectively.”



Verified user

Global Director, Customer Experience, Scaled Commercial at a tech vendor with 501-1,000 employees

What users had to say about valuable features:

“Canned replies and contextual customer insights are the two most valuable features for us. Having user account data right in the side panel eliminates repetitive questions, while shortcuts help agents clear queues significantly faster..”

Akhil S Varughese

Lead DevOps Engineer at Activelobby Information Systems Pvt Ltd.

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“FreshChat's best features include its AI chatbot, which is excellent. It provides quite good scaling capability and modularity that we can customize for our particular use case.

FreshChat has helped us better understand our customer base and provide quick resolution to them. Currently in our beta stage, FreshChat provides pretty accurate and reliable output. The chatbot is almost always accurate in gathering customer information and identifying their main pain points..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

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FreshChat offers several features that prove valuable to our organization. First, it offers multi-channel communication, allowing us to communicate with clients through email, phone, or live chat. These alternatives ensure that clients or participants can reach us, even if they cannot access one platform.

FreshChat is an AI-powered platform with a chatbot known as Freddy AI, which automates the entire process and ensures that customer service and engagement runs around the clock. It offers automated responses to simple queries and other issues that do not require significant human intervention. FreshChat is a scalable platform with premium versions and free plans, allowing us to switch from free to paid as we grow and engage with more customers, making the entire process intuitive and engaging.

“A specific example of how Freddy AI helped us is in streamlining responses. We use it as a ticketing system, helping us ticket queries and forming the first point of contact with customers who are taken through a series of steps to describe their problems. Due to its automation abilities, the AI can classify queries from urgent to non-urgent, answering the simple ones while assigning complex ones to our human workforce for customer service, keeping the entire process in order. .”

Chris-Edwards

Project Manager at Total organization

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“FreshChat offers a number of features, one of which is that it is an AI-powered platform equipped with a chatbot known as Freddy AI. This chatbot facilitates automation, ensuring that customer engagement is available 24/7. Additionally, it has a simple user interface, making it easy for employees to learn and use the platform effectively. FreshChat's integration feature is also commendable, allowing excellent integration with existing platforms, such as CRM and other sales systems that handle customer data, resulting in a simple and straightforward customer engagement process.

“FreshChat provides the ability to engage and converse with clients through various channels. We are not restricted to phone or email; we can open multiple channels and thus receive queries from clients in a broad manner, helping us grow our portfolio and build a diverse customer base.

“FreshChat has positively impacted our organization by simplifying how we offer customer support services. We now have multiple ways of communication, opening traffic for queries through various channels. FreshChat's engagement rate and response rate have accelerated; previously, we relied on email, which delayed responses if inquiries went unnoticed. Our clients are happier, and we are satisfied with providing reliable service..”

Moses Karanja

Software Engineer at CMC Consultium Limited

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In my opinion, the best features FreshChat offers include conversation tags, escalations, priority, assigning, routing by customer segment, and the fact that customers can reach us via multiple forums but managed in one inbox.

Conversation tags and routing by customer segment for my team allow the AI to answer a majority of the questions for the scaled team, so the CSMs don't need to get involved in more technical questions or questions that should be handled by either the support team or by AI. For our larger customers, depending on the type of question, if it's more tactical or more strategic, it can get routed to the support team or to the CSM more efficiently.

“FreshChat has positively impacted my organization by decreasing the amount of emails that the CSM has to get involved in because the AI is able to either answer or triage more effectively.

“I have seen a specific reduction in the amount of emails that CSMs need to get involved in, which is helpful for time and cost savings.

“While I don't necessarily have specific metrics, I see a significant decrease in the amount of emails that CSMs need to be looped into, which is very helpful for time savings and cost savings. .”

Verified user

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Global Director, Customer Experience, Scaled Commercial at a tech vendor
with 501-1,000 employees

“The screen sharing feature and the native AI-powered chatbots that can be built with no-code using FreshChat are two great features.

“With the ability to screen share, we can take control of the customer's screen when we are assisting them. If they are on their mobile device or system and experiencing trouble with our product, we can quickly ask them to share their screen so that we can take control and address the problem. This way, customers do not have to do anything themselves and feel more comfortable knowing that their problem is solved, and we gain a lot of trust from the customers. Using this specific feature alone, we have been able to increase our adoption by 30%.

“With the introduction of FreshChat, we have seen a reduction in overall time for our work, and our entire workflow has become much more efficient because it is a centralized platform that enables us to serve customers across different channels via FreshChat itself. We have seen an increase of approximately 20% in our overall efficiency after the introduction of FreshChat.

“The 20% efficiency increase is a combination of response time and the number of cases handled. Earlier, before FreshChat, we were not able to handle many cases simultaneously because everything was on different platforms. Previously, if we were able to handle only three to four conversations per day, now we are able to double that and handle eight to ten conversations per day. We are also able to give customers a quicker response time..”

Sumesh Gansar

Product Marketing Manager at Samsung

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Other Solutions Considered

“In the past, around three or four years ago, we used Slack for chatting in other organisations. However, in the current organisation, we do not want to start with a fresh chat implementation, so we are looking for SDKs..”

PradeepYaduvanshy

Engineering Manager at a comms service provider with 11-50 employees

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ROI

Real user quotes about their ROI:

We have indeed seen a return on investment because, in terms of the number of employees needed, FreshChat handles much of the client interaction, allowing us to require fewer employees who can be assigned new tasks. Consequently, we save money as work is automated, confirming a return on our investment.

Moses Karanja

Software Engineer at CMC Consultium Limited

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Use Case

“Freshchat serves as the central live messaging platform for our customer support department. We use it to communicate directly with users, handle inbound inquiries, and resolve questions in real time across our website and mobile applications.

On a daily basis, our support agents rely on Freshchat as their main workspace. The daily workflow includes automated queue routing via IntelliAssign, rapid responses using canned shortcuts, internal team notes for escalations, and viewing real-time customer metadata right alongside the chat thread..”

Akhil S Varughese

Lead DevOps Engineer at Activelobby Information Systems Pvt Ltd.

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My main use case for FreshChat is customer chat and messaging.

A quick specific example of how I use FreshChat for customer chat and messaging is that the AI chatbot can answer common product questions from customers, surface our support guide articles, and route conversations.

“Something unique to my organization regarding my main use case is being able to route and triage customers differently based on the segment that they're in or the tier of service. .”

Verified user

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Global Director, Customer Experience, Scaled Commercial at a tech vendor with 501-1,000 employees

“We are using FreshChat for its live chat feature and AI chatbot functionality. When a customer contacts us, they can interact with FreshChat's live chatbot first. Through this interaction, we gather their primary requirements, identify what problem they are facing, and then direct them to an agent who can conduct live chat with the customer and provide a resolution.

FreshChat serves our B2C product where certain specific types of users come to our app. We can customize FreshChat's AI chatbot to ask relevant questions to customers so that we can gather more accurate data for our agents..”

Vikas Kejriwal

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Engineering Manager at a comms service provider with 11-50 employees

“FreshChat serves as our communication software for engaging with end-users and customers as a conversation engagement solution across multiple channels including web chat, email, phone, and social platforms such as WhatsApp. Everything is managed centrally through FreshChat, functioning as a centralized repository.

“Our customers contact us via different channels including emails, phones, web chat, and social channels such as WhatsApp. All customer interactions are managed centrally through FreshChat, enabling our team to engage with customers while saving significant time. FreshChat provides a comprehensive view of each customer's conversation history and relevant information, making it easier for our agents to communicate with them and enabling them to provide a personalized experience..”

Sumesh Gansar

Product Marketing Manager at Samsung

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FreshChat is our preferred platform for engaging with clients and communicating with stakeholders and partners. It serves as our conversational intelligence platform for receiving queries, communicating, and engaging with all our clients, partners, and stakeholders in a comprehensive and encouraging manner.

A recent example of how we use FreshChat with our clients or partners is across our departments. In the department involved with project execution and management, we use FreshChat to communicate with clients and partners. Project implementation requires intricate planning and brings all participants, including employees, clients, and partners, together. FreshChat helps us unite them and provides various channels to communicate with, streamlining and reducing implementation complexity.

“Additionally, we use FreshChat to reach out to new and potential clients. It offers a number of ways to conduct cold calling, which applies to our sales and marketing process. .”

Chris-Edwards

Project Manager at Total organization

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“FreshChat serves as our primary platform for contacting and engaging with our clients, making it crucial for customer engagement. We use it to speak with our clients, receive their concerns, and offer feedback in areas where they may need assistance through various channels and platforms supported by FreshChat.

“A specific example of how we used FreshChat to engage with clients is when, as a software engineer, we offer services that require clarification. When developing a platform or software for a client, questions are bound to arise and those questions are channeled to our organization. We engage with the client, offer our support, and provide the necessary responses using FreshChat to receive queries and engage with the client in a timely manner.

“Another way we use FreshChat is during the onboarding of customers, where we gather their profiles and onboard them into our system. This allows new customers to use the live chat mode, so we utilize FreshChat to capture their unique details and preferences for better engagement when they have responses or queries..”

Moses Karanja

Software Engineer at CMC Consultium Limited

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

Our experience with pricing, setup cost, and licensing was smooth, with no challenges encountered. Our inquiries concerning pricing were answered by the vendor, resulting in a positive experience.

Moses Karanja

Software Engineer at CMC Consultium Limited

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“Setup & Pricing: Great experience. Simple deployment via JS snippet/SDK, straightforward seat licensing, and zero hardware overhead.

ROI: We achieved a clear, positive return on investment within the very first month of full deployment due to immediate handle-time reductions..”

Akhil S Varughese

Lead DevOps Enginneer at Activelobby Information Systems Pvt Ltd.

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Customer Service and Support

FreshChat's customer support is responsive, valuing their clients through quick response times, so overall, their customer support is commendable and willing to help all clients.

Moses Karanja

Software Engineer at CMC Consultium Limited

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Other Advice

“For those handling a lot of customers who want to satisfy them equally, I would definitely recommend investing in a solution such as FreshChat because it gives a holistic view of customer data and enables the delivery of a personalized experience, which is what all customers require in today's business environment. This review receives a rating of 9..”

Sumesh Gansar

Product Marketing Manager at Samsung

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My advice for others looking into using FreshChat is that it's good but needs to be layered with another customer-type software, such as [Vitaly](#) or a full [CRM](#). I give it a rating of eight because it needs to be paired with a customer success tool such as [Vitaly](#), and it's not as advanced as Intercom.

Verified user

Global Director, Customer Experience, Scaled Commercial at a tech vendor with 501-1,000 employees

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“10/10.

My main advice is to approach Freshchat as an asynchronous messaging tool rather than old-school, rigid live chat. Don't treat conversations like phone calls where customers have to stay locked to a browser tab waiting for a reply—let them message and walk away if needed..”

Akhil S Varughese

Lead DevOps Engineer at Activelobby Information Systems Pvt Ltd.

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“FreshChat's governance and security appear to be standard. The security aspect should be standard, similar to other companies that provide these features. I have not given much thought to the governance and security aspects.

FreshChat is a good product that organizations should try out if their use case involves building a custom AI chatbot for their application. FreshChat provides all the tools and features required for this purpose. I would rate this product a seven out of ten..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

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“I find Freddy AI chatbot to stand out the most among FreshChat's features because it helps during times when our customer service agents are overwhelmed by the volume of messages and queries. With FreshChat, we are able to achieve omnichannel engagement as messages flow from social media platforms, live chat, and emails. When our human agents are busy, the AI chatbot takes over,

sifting through and answering simple queries to enhance our customer engagement.

“Concerning FreshChat's AI capabilities, I have not encountered any security problems; everything we provide to FreshChat remains secure, and it has never been breached. It is a governable and secure platform to use. I find FreshChat's AI capabilities to be reliable and accurate, especially with its chatbots enhancing the quality of interactions, making it dependable for use.

“We have noticed specific outcomes and can discuss customer satisfaction scores as we execute surveys to gauge client responses regarding our services. From these surveys, most of our clients express satisfaction because they can reach us easily, leading to improved scores, which we are happy to see. I would rate this product a seven out of ten..”

Moses Karanja

Software Engineer at CMC Consultium Limited

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FreshChat has brought considerable impact to our organization. It helps keep our customer base happy because when clients and partners feel neglected, it could lead to loss. FreshChat enables us to connect and solve their queries promptly, making them happy, and a happy customer base means more business. It has also saved us time and money by executing workloads equivalent to what four people can handle, thus conserving our resources.

Regarding specific numbers for time and cost saved, I can highlight a scenario where in a normal customer engagement situation, an issue may take a week or more due to back-and-forth engagements with our human workforce. With FreshChat, a simple query can take merely a day to solve, saving us considerable time.

“Furthermore, FreshChat offers affordability through free plans, which help small startups and businesses take advantage of the platform to streamline their

customer service process and journey, enabling them to grow their numbers and metrics and become profitable.

“Regarding accuracy and reliability, FreshChat is straightforward from deployment to actual usage and continuous renewal. We have not encountered any reliability issues, as it is accurate and delivers what is required, primarily powered by its AI capabilities and integrated chatbot.

“FreshChat is a reliable platform that is secure and affordable, streamlining the entire customer service delivery process. It enhances the productivity and innovation of customer service agents by providing guidelines and a blueprint for engagement, ensuring timely responses to clients.

“FreshChat is an easy-to-use platform that integrates well with other third-party platforms, offering a comprehensive user experience. If you acquire it, you will not regret involving it in your communications with clients and partners. I would rate this product an 8 out of 10. .”

Chris-Edwards

Project Manager at Total organization

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Top Industries

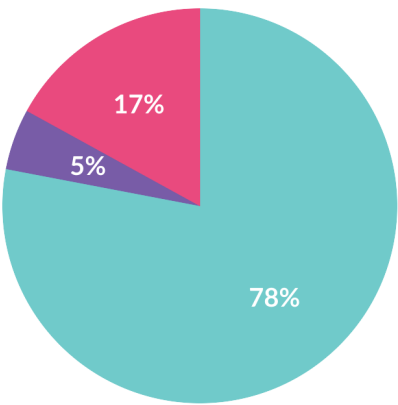
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Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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