

aws marketplace

Gupshup

# Reviews, tips, and advice from real users



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# Contents

Product Recap.....	3 - 4
Valuable Features.....	5 - 12
Other Solutions Considered.....	13 - 14
ROI.....	15 - 18
Use Case.....	19 - 23
Setup.....	24 - 26
Customer Service and Support.....	27 - 28
Other Advice.....	29 - 32
Trends.....	33 - 34
About PeerSpot.....	35 - 36

# Product Recap



Gupshup

# Gupshup Recap

Gupshup offers a comprehensive communication platform that enables businesses to engage with customers effectively. Leveraging advanced APIs, it facilitates multi-channel communication for businesses.

Gupshup provides a robust ecosystem designed for seamless interaction across messaging platforms. Businesses can automate, engage, and leverage data insights through its APIs, SDKs, and integrations, fostering efficient customer communication. The platform supports high-volume messaging, ensuring timely delivery and real-time engagement, essential for modern enterprises seeking to enhance user experience and operational efficiency.

## What are the most important features of Gupshup?

- **Multi-Channel Messaging:** Connects businesses to customers on channels like WhatsApp, SMS, and more for consistent outreach.
- **API Integration:** Simplifies connectivity with existing systems, enhancing communication workflows.
- **Automation Tools:** Offers chatbots and automated responses to increase efficiency and reduce manual tasks.
- **Analytics and Insights:** Provides data-driven analytics to optimize communication strategies and outcomes.

## What benefits and ROI should businesses consider?

- **Enhanced Customer Engagement:** Drives better interaction through personalized messaging and responsive channels.
- **Cost-Effective Communication:** Reduces the cost of customer support by automating repetitive inquiries.
- **Scalability:** Easily adapts to growing communication demands of businesses.
- **Improved Decision Making:** Utilizes real-time data and analytics for strategic planning.

In industries like e-commerce and financial services, Gupshup is implemented to streamline customer service through automated messaging solutions that handle queries efficiently. By integrating with popular messaging apps, businesses achieve enhanced customer interaction and satisfaction.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “Gupshup has positively impacted my organization in multiple ways, significantly impacting the bottom line and providing an overall return through the WhatsApp automation report showing around 398 percent on investment over a three-year period.”



**Jaspreet k**

Head of development at Flash

- ✔ “Gupshup has impacted my organization very positively; it is a good platform, very reliable, and this is the first platform that we have used where we did not feel any need to switch over to any competitor because Gupshup is everything it markets itself to be.”



**Ayush Nithanzadu**

Lead Engineer at Qrahi

- ✔ “At BookMyShow, I typically achieved delivery rates above 95%, read rates between 60 to 80%, and click-through rates noticeably higher than other comparable tools.”



**Venkateshwaran Konar**

HTML at a recreational facilities/services company with 51-200 employees

- ✔ “Gupshup has positively impacted my organization by helping me achieve a lower customer acquisition cost than another BSP.”



**Muhamad Zidane**

Marketing Technology Specialist at a manufacturing company with 10,001+ employees

- ✔ “Gupshup has positively impacted my organization by helping me increase the user base from an existing point of view from zero to 0.6x in a span of three months.”



**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

- ✔ “I believe Gupshup is one of the best services that I have used for sending notifications, and I totally trust it.”



**Ayush Shukla**

ASDE at arya.ag

- ✔ “Gupshup is doing a good job in terms of accuracy and reliability, and they can keep doing so.”



**Prajwal Shetty**

CRM Manager at a computer software company with 201-500 employees

## What users had to say about valuable features:

“I think the best feature Gupshup offers is the very good documentation, and I appreciate how they provide assistance when we need it, as well as the architecture of the documentation.

The documentation is very easy to read and is very specific, and I don't have any trouble when developing our features using Gupshup, such as using webhooks.

Gupshup has improved a lot how our clients can talk to other users. When we implemented the integration with Gupshup, almost all our clients approved the integration and they appreciate it. Plus, we use almost all the features about Gupshup, which I think is the most important for our clients..”

**Victor Avancini**

Software Engineer at a tech vendor with 11-50 employees

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“In my experience, the best features Gupshup offers include the ability for a user with no prior knowledge of code to also use this platform if they are creative. The only thing that Gupshup's use case is limited to is the person's own creativity. It can be used in any way a person sees fit. It is a very versatile tool.

Gupshup has impacted my organization positively by bringing QA really closer to the developers because the one thing which kept us apart was the ability to affect the code and behavior of the application. Now the QA themselves can also affect the behavior of the application in the chatbot area. So they also feel ownership towards the product without actually writing the code. This has brought QA and the developer into a parallel mindset and it is not QA versus developer as it is in a typical situation. It has become QA and developer, so it has brought people closer..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“In my experience, the best features that Gupshup offers are support in Portuguese, relatively fast support, and ease of integration. It is much easier to carry out the integration via Gupshup than to do it directly through Meta.

The ease of integration that I mentioned contributes to my team's day-to-day work because using their webhook makes the integration process fast. You create the account in a much more agile way. Regarding support, whenever we needed changes, alterations or even assistance in cases of blocking or banning, they were very quick in supporting us, even with calls and hands-on service. This was very positive.

I believe Gupshup has made the process of integrating WhatsApp for customers more agile.

I do not have anything else I would like to add about Gupshup's features..”

**Verified user**

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Consultor Técnico at a comms service provider with 11-50 employees

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“The best features in my experience are the Unified Omni-channel API, robust webhook framework, WhatsApp template management, developer sandbox, and intelligent routing.

The Unified Omni-channel API provides a single API payload structure that can route messages seamlessly to WhatsApp, SMS, or RCS, which has helped significantly. The unified WhatsApp Business API gateway completely eliminated the operational complexity of managing direct telecom carrier lines and dealing with disparate WhatsApp onboarding processes, allowing us to deploy communication channels in hours instead of weeks.

It has vastly improved our communication engagement metrics, lowered communication delivery latency, and simplified compliance auditing by centralizing our messaging logs.

We have achieved a 97 to 98 percent successful delivery rate for business-critical OTPs and transactional notifications. We also significantly reduced message delivery latency down to sub-three seconds globally, which slashed user drop-off rates during onboarding..”

**HarshShah2**

DevOps Engineer at Veefin Solutions Ltd.

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“Most of my usage of Gupshup is through API. I hardly ever use the website because I have already set up everything to work automatically; I just have to check it for maintenance or any changes.

According to me, the API is the best feature of Gupshup. The sign-up process is very seamless; it hardly took me less than 30 minutes to sign up, and it took me about two days to get my templates and number approved.

Template management is very easy with Gupshup. It is quite reliable, and I have not faced any issues with it. The pricing is very reasonable; it is very cheap and affordable, which is a positive aspect.

Gupshup has impacted my organization very positively. It is a good platform, very reliable, and this is the first platform that we have used where we did not feel any need to switch over to any competitor because Gupshup is everything it markets itself to be.

Gupshup saves a lot of time in my organization. If we did not have Gupshup, we would have to draft the daily insights of each customer and owner and send them manually, which would take a tremendous amount of time. Imagine sending thousands of people their daily insights; it would be quite tedious. This automated system is very good..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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“The best features Gupshup offers are quick verification of the content and quick redirection towards the particular domain the content falls into. Additionally, faster deployment of content including WhatsApp messages or triggers and broad options in terms of user acquisition and CTA buttons are valuable.

“The CTA button options in Gupshup have been widely used in the campaign so far. I have leveraged three CTA buttons which are the multiple option button, the single click button, and the WhatsApp poll. These have helped me identify current users and filter specific users who belong to a particular category that I segregated within the campaign I ran.

“Gupshup has positively impacted my organization by helping me increase the user base from an existing point of view from zero to 0.6x in a span of three months.

“The specific metrics I used to track that increase were the number of WhatsApp message openings and UTM tracking parameters..”

**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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# Other Solutions Considered

“Before choosing Gupshup, I evaluated other options and went through a few local vendors who provide the same solutions but they were not as accurate as Gupshup..”

**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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“We have been using Gupshup mainly because we switched due to the costing. The other vendors are offering more cost compared to Gupshup, which is why we had to switch to Gupshup..”

**Prajwal Shetty**

CRM Manager at a computer software company with 201-500 employees

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“Regarding evaluating other options before choosing Gupshup, there were different people with different tools. We just provided our inputs to the BA and the decision was taken by the BA..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I choose nine out of 10 for Gupshup because I have tried other services such as Airtel, but Gupshup stands out for me because of its reliability and its pricing. It is quite easy to integrate..”

**Ayush Shukla**

ASDE at arya.ag

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“Before using Gupshup, we tried making a chatbot on our own, but it was really static and clunky. During my college, I had used Gupshup for my personal project. So I suggested that to my BA and then we got to use it in our organization as well because it was a one-stop solution, and we did not look for any alternatives..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I evaluated many other options before choosing Gupshup, such as Twilio and others. It was a while back, so I do not remember the names of all of them. Twilio was one that looked good to me, but it was quite expensive compared to Gupshup, so I decided to go with Gupshup..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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# ROI

Real user quotes about their ROI:

“We keep doing experiments on a regular basis. We do A/B testing using WhatsApp, SMS and all, and we have gotten better ROI in terms of campaigns. We are happy..”

**Prajwal Shetty**

CRM Manager at a computer software company with 201-500 employees

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“I have seen a return on investment with Gupshup because our business expanded with gold customers. All these metrics are being measured by the BA, so more details will be with them..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I have seen a return on investment. Specifically, I would point to the employee example. The particular workflow before Gupshup used to take at least ten to fifteen employees to do the work and after Gupshup it took only three to four employees to do the same..”

**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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“I do not have any specific metric or feedback that stood out about how this agility has impacted business results or customer satisfaction.

I do not have that metric available regarding return on investment using Gupshup..”

**Verified user**

Consultor Técnico at a comms service provider with 11-50 employees

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“Gupshup saves us around five to six dollars per cafe, which is quite a lot. If we were to do this manually, we would have to keep a person, which would take about \$60 an hour, and they could only handle maybe 60 insights. That would be approximately \$6-7. Gupshup is very cheap; I think it is around 50 cents per thousand messages or something, but I am not sure. It has been a while since I went through the pricing; I just pay the bill..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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“Gupshup has positively impacted my organization in multiple ways. First of all, as I shifted from the traditional email SMS blast to conversational WhatsApp marketing directly, it has significantly impacted the bottom line and provided an overall return through the WhatsApp automation report showing around 398 percent on investment over a three-year period. The second ROI I have seen is in conversion rates, as WhatsApp messages boast open rates exceeding 90 percent, while businesses see around 55 percent. I have also observed a 58 percent increase in checkout conversion rates compared to traditional web or email funnels. The third ROI pertains to AOV, the average order value. Using the AI agent cross-sell feature, I have been able to cross-sell more and have seen sales boost by 3.33 percent a day.

“I have experienced an engagement spike with Gupshup where the click-through rates have increased by 57 percent on the WhatsApp notifications, resulting in a 10x ROI implementation over the legacy email and push notification channels. The traffic driven through the Gupshup conversational prompts demonstrates a 1.7x higher likelihood to purchase compared to standard web traffic. During sales seasons and sales events, this has directly contributed to hundreds of thousands of dollars in incremental monthly revenue. This is a significant and positive impact. Regarding cost savings, the call center deflection I mentioned earlier has increased productivity multiple times. By enabling the AI-enabled support agent, I have achieved a 4.3x boost in customer care productivity, as it converses with customers at the L1 level. This has cut the cost for hiring customer support teams and training. Moreover, Gupshup maximizes delivery success rates and minimizes engineering overhead. The delivery speeds have significantly increased due to this API, which led to a 78 percent increase in organizational efficiency and an 89 percent reduction in customer complaints, as most issues are resolved directly by the conversational AI agents..”

**Jaspreet k**

Head of development at Flash

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# Use Case

“My main use case for Gupshup is to send daily insights about cafes to the cafe owners and to send the cafe bill to the cafe customers on WhatsApp. I work on a backend Django-based system where I have pre-coded the sending of the messages through WhatsApp. Before setting that up, I had to set up Gupshup, create custom templates for the bill, and get them approved from Gupshup. I also had to get a number that I specifically needed to attach to Gupshup and verify by Meta..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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“My company has a solution that our clients use to talk with clients, and we use Gupshup as a broker to send a message to Meta and receive a message from Meta because we thought that it was easier to use a broker than to develop our integration with Meta.

I don't have anything else to add about my use case because I've been using Gupshup for just six months, and it's not every day that I use the integration with Gupshup, so I am learning a lot about Gupshup..”

**Victor Avancini**

Software Engineer at a tech vendor with 11-50 employees

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“My main use case for Gupshup is for integration with WhatsApp.

A quick and specific example of how I use this integration with WhatsApp in my day-to-day work is that we use the integration with OTEC call centers. OTEC is a national manufacturer from Florianópolis that has a PBX, and we use Gupshup's broker to do this integration with OTEC's system and have customers communicating on WhatsApp through it.

I do not have anything else I would like to add about this use case or any detail I consider relevant..”

**Verified user**

Consultor Técnico at a comms service provider with 11-50 employees

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“My main use case for Gupshup is WhatsApp automation and marketing campaigns.

“One specific use case involved running a campaign for user acquisition for a financial organization to acquire credit card users. I used one of the WhatsApp templates that were created by the organization and utilized it to reach a large number of specific existing users to deploy the particular offers and promotional content. I leveraged Gupshup's Meta detecting tool to confirm the contents from the financial organization side and ran the WhatsApp automation for the same campaign as well.

“I do not have anything else to add about my main use case or any other ways I use Gupshup at this time..”

**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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“I typically use Gupshup for the quick connect chatbot tool they have. I just have to drag and drop the conversations in order to make a whole flow of a conversation and depending on that I can take decisions on my end. So, it becomes a really neat helper for my application, which I can make with low-code or no-code using Gupshup.

While using Gupshup's drag and drop chatbot tool in a real project, we had KYC, and instead of making a user guess what their KYC is actually going to be, we gave them a chatbot to chat with so that they can explore the different pathways. There were different kinds of KYC standards: silver and gold. Users could select the options from the chatbot and it would tell them all the features they would get with the acceptance of any one of the KYC options, so the user may have greater insight into which type of KYC they should do for our application.

I have covered most of what I have used Gupshup for. There might be vastly more things which Gupshup could do but my use case was only related to the chatbot, and I did not have to vastly explore it. My use case was very easily solved by Gupshup, and that is what I have used it for..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“My primary use case is managing the infrastructure for our omni-channel communication pipeline, specifically automating multi-factor authentication, delivery transaction alerts, and automated customer onboarding notification via WhatsApp Business API and SMS channels.

In our digital lending and supply chain finance platform where real-time alerting is critical, we configured our microservices running in AWS EKS to trigger Gupshup's REST API whenever a milestone occurs. We built a high-throughput webhook architecture using AWS API Gateway and Lambda to consume Gupshup's real-time delivery status reports. This allows us to track message delivery latency and instantly failover from WhatsApp to SMS if a customer is offline, ensuring compliance with the financial notification timelines.

We use it to abstract communication infrastructure for our product team. Instead of developer teams writing custom logic for various telecom operators, we provide them with a single internally managed wrapper around Gupshup's API.

It is a communication platform as a service. Our microservice hosted on AWS EKS connects directly to Gupshup cloud endpoints, and Gupshup streams transactional data back to our public cloud VPC via secure webhooks..”

**HarshShah2**

DevOps Engineer at Veefin Solutions Ltd.

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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.

“I was not involved in the cost part. The only part that I got involved in was the credit and balance part for sending messages for customers. It is relatively simple, as they have a wallet with the balance for sending messages and we can monitor the sending and how much the customer consumes. We do not have server, storage, cloud, or any costs with Gupshup..”

**Verified user**

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Consultor Técnico at a comms service provider with 11-50 employees

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“I rate the initial setup a 10 out of 10 because I started using Gupshup and it just works. I did not have any problem with it; I just had to get my templates approved, set up the work with the API, and integrate it into my backend, and it just works. It never gave me any problem, and there was no reliability issue..”

**Ayush Nithanzadu**

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Lead Engineer at Qrahi

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“Integrating Gupshup with our existing systems was not that tough; it was easy because we used to have Salesforce, and we were accustomed to that. Gupshup was also easy for us to adapt to, and we acquired the process of sending campaigns very easily with hardly one day of training before becoming experts with it..”

**Khitish Baisak**

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Business Analyst at a university with 5,001-10,000 employees

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“There were no such problems during the initial setup or onboarding with Gupshup. The only problems I faced were the vendor login bugs where I was unable to log in through multiple accounts. I also found difficulty changing the spaces from a particular team. For example, if I had to operate the Gupshup account and manage a few spaces for specific campaign related workflows, the shift from one particular project to another was a little bit confusing. That can be improved..”

**Akhilesh Bangera**

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Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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“The deployment of Gupshup in my environment is seamless. The integrations into my ecosystem of deliverables directly to the customer, including integration with the APIs for test, pre-prod, and prod environments, have been very good and hassle-free.

“The configuration process is straightforward, and I did not face any challenges.

“I connected Gupshup with S3, and the integrations are seamless without any glitches or problems. As it is an omnichannel API, I do not encounter any errors or syntax issues. I feel it provides good results..”

**Jaspreet k**

Head of development at Flash

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# Customer Service and Support

“Customer support with Gupshup is good. I never had any problem that required me to reach out to customer support, so that is not something I can answer..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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“We have a WhatsApp group with some people from Gupshup Brazil, and when I have a question or need assistance, I send a message there and they respond quickly and accurately. I don't have any problems with the customer support, which is very good at Gupshup..”

**Victor Avancini**

Software Engineer at a tech vendor with 11-50 employees

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“Customer support is rated a 10. For anyone looking for value for money, a user-friendly and intuitive experience API, and seamless deliverability through the channel, I definitely recommend Gupshup. It is the best problem solver in this category..”

**Jaspreet k**

Head of development at Flash

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“Today, Gupshup's support is essentially via email, so most of the requests we send are by email. In critical cases where we had a customer banned, we managed to schedule a call with the analyst. However, ninety-nine percent of the time requests are by email, and it takes twenty-four to forty-eight hours to get a response..”

**Verified user**

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Consultor Técnico at a comms service provider with 11-50 employees

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“The main area is the support team. Whenever there are hiccups, the support team takes a lot of time to come back with the resolution. When I face an issue with the template triggering or delivery of the campaigns, the support team will take some time or a lot of time to come back. By the time they respond, I have already figured out what exactly the cause of the problem is. The main thing the support team should do is give immediate resolution, not take a day or two or three days. That is the only thing Gupshup can improve.

“Customer support needs to improve, and there are many areas they can improve in terms of bringing resolution, troubleshooting issues, and all..”

**Prajwal Shetty**

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CRM Manager at a computer software company with 201-500 employees

## Other Advice

“Regarding Gupshup's AI capabilities, I think it is pretty secure. It is pretty accurate regarding Gupshup's AI capabilities, but I think the AI cannot always be accurate. However, it gets the job done. My advice would be to get your templates ready as soon as possible, as it takes quite some time to get them validated. I would rate this review a 10 out of 10 overall..”

**Ayush Nithanzadu**

Lead Engineer at Qrahi

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“Invest early in building a resilient webhook consumer architecture on your cloud backend. If you handle delivery status reports effectively, you can build a highly powerful, self-healing message routing logic.

For any DevOps or engineering team tasked with building a scalable, omni-channel notification pipeline, especially in a region where WhatsApp dominates customer engagement, Gupshup is a highly scalable, capable, and dependable utility. I would rate this solution an 8 out of 10..”

**HarshShah2**

DevOps Engineer at Veefin Solutions Ltd.

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“On a scale from one to ten, I would rate Gupshup an eight. I rate it eight because I imagine they could have improvements to get to ten. I understand ten as something that is perfect, and eight I understand as something that is very good. I

really think it is very good, but I think it can still be improved.

I recommend that others who are thinking about using Gupshup consider that the ease of integration makes using Gupshup worthwhile. It is a stable platform and has good support..”

**Verified user**

Consultor Técnico at a comms service provider with 11-50 employees

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“My advice to others looking into using Gupshup is to dive right in, get your hands dirty, and you will find yourself understanding why you are going to use Gupshup in your organization.

Gupshup is a pretty neat software for people who are looking for integrating a chatbot or other AI capabilities into their applications, and it is a pretty neat solution.

I found this interview to be a pretty neat kind of interview. It is really new, and I have not had any voice-assisted reviews for any products earlier, so it was really refreshing.

I would appreciate a short poem or haiku that summarizes my review. My review rating for Gupshup is nine out of ten..”

**Samar Chandra**

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I think there isn't anything else I appreciate about Gupshup's features.

My advice for others looking into using Gupshup is to read the documentation very carefully and try to integrate using it because it's very good.

I don't remember anything else to add about Gupshup.

I think that I just don't give a ten because everything needs to improve—there's always something to enhance. I think Gupshup is very good, but I believe that if we think about the ten, it might lead to complacency, so I give it a nine because maybe they can surprise me in the future by adding a feature that would impress me. I would appreciate a short poem or haiku that summarizes my review.

I rate this review a nine out of ten..”

**Victor Avancini**

Software Engineer at a tech vendor with 11-50 employees

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“Regarding Gupshup's AI capabilities, I have leveraged the AI capabilities in terms of agentic AI uses where I have used the particular Gupshup agentic AI voices to leverage it to specific users across my organization, the existing ones. I haven't seen much growth but it is actually considered at least 0.2x growth from the month I started.

“My experience with Gupshup's reporting and analytics features is that it is pretty good comparatively as the tracking mechanism works really well compared to other tools.

“I would rate how easy it is for my team to customize workflows or templates in Gupshup at least 7.5 out of ten.

“Regarding how Gupshup handles data privacy and compliance requirements for my organization, I have directly sent an approval request to the IT department where they go through a maker-checker process and then approval is given from that team after verifying from which tool the specific request has come in. If it is from Gupshup, they validate and then if it is a go, they approve the particular campaign. That covers the data privacy and compliance issues as well.

“Gupshup's documentation and training resources are helpful for new users.

“The advice I would give to others looking into using Gupshup is that the setup has to be done in terms of how that particular organization wants the tool to work and how they expect the ROI. That is the key for them to get the maximum out of the particular product. I would rate my overall experience with Gupshup as seven out of ten..”

**Akhilesh Bangera**

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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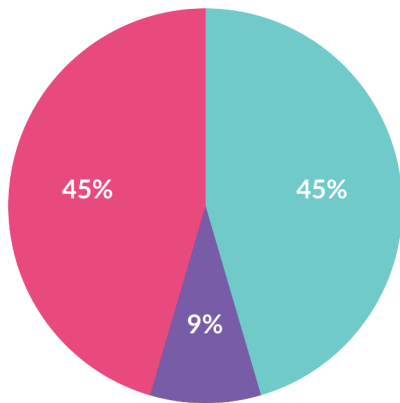
# Top Industries

by visitors reading reviews

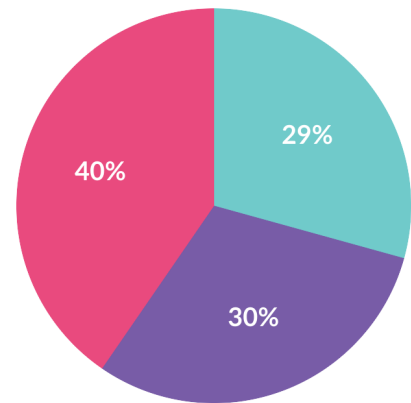


# Company Size

by reviewers



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