

aws marketplace

Sendbird

Reviews, tips, and advice from real users



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Contents

- Product Recap..... 3 - 4
- Valuable Features..... 5 - 10
- Other Solutions Considered..... 11 - 12
- ROI..... 13
- Use Case..... 14 - 17
- Setup..... 18
- Customer Service and Support..... 19 - 20
- Other Advice..... 21 - 23
- Trends..... 24 - 25
- About PeerSpot..... 26 - 27

Product Recap



Sendbird

Sendbird Recap

Sendbird offers scalable, API-driven chat features tailored for real-time messaging, supporting ease of integration and robust developer tools.

Sendbird is known for its scalability in managing extensive chat groups and API-based operations, complemented by an effective developer portal. It offers real-time messaging with features like file transfer, receipt IDs, typing indicators, and message reactions, all enhancing communication. The platform optimizes reliability through metadata and online/offline messaging capabilities. However, users experience challenges with SDK connection delays, URL thumbnail generation, and message display, particularly during version transitions. Concerns about pricing, support, and documentation quality, as well as the absence of audio/video calls and analytics tools, are mentioned.

What are Sendbird's most noteworthy features?

- **API-Based Approach:** Offers seamless integration for various app functionalities.
- **Real-Time Messaging:** Facilitates file transfer, typing indicators, and message reactions.
- **Scalability:** Supports large chat groups with robust management capabilities.
- **Developer Portal:** Provides comprehensive tools for customization and optimization.

What should users expect in terms of benefits and ROI?

- **Efficiency in Communication:** Chat room management enhances user interaction.
- **Reliability:** Provides optimized messaging capabilities even with high user loads.
- **Scalability:** Grows with business needs, handling expansive communication requirements.
- **Versatile Applications:** Supports sector-specific implementations like healthcare and travel.

Sendbird is implemented across industries for chat functionality. In travel, it connects users with flight attendants; in business, it facilitates customer interactions. Healthcare utilizes it for patient-doctor consultations. Social media and real-time applications employ it for chats and video calls, optimizing communication in mobile apps and enhancing user and business interactions in salon applications.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Sendbird is a very strong, reliable tool when it comes to real-time communications.”



Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

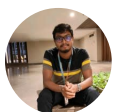
- ✓ “Sendbird has positively impacted my organization because we do not have to build custom chatbots with code, and we could do no-code deployment, which is simply straightforward.”



Gaurav-Bansal

Support Engineer at a tech vendor with 5,001-10,000 employees

- ✓ “Features similar to WhatsApp, such as online and offline statuses, message reactions, and replies, add significant value.”



Pranay Koley

Junior Software Developer at Weavers Web Solutions Private Limited

- ✓ “Sendbird provides many features for real-time messaging, such as receipt ID and typing indicators.”



Joshiravindra

Senior Software Engineer at freelancer

- ✓ “Sendbird is very flexible, and they have made great strides towards optimization.”



Adam Allison

Software Engineer at Howl

- ✓ “The backend system was managed by Sendbird, eliminating the need for caching systems or local storage on user devices.”



Sanath Kavatooru

Software engineer at freelancer

- ✓ “The Sendbird developer portal provides each step, including methods, making it easy to implement.”



Aayushi Tailor

Senior Mobile Application Developer at qodors

What users had to say about valuable features:

“Sendbird provides many features for real-time messaging, such as receipt ID and typing indicators. These are valuable features as they enhance the real-time communication experience..”

Joshiravindra

Senior Software Engineer at freelancer

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“The feature I liked the most was the API-based approach. The backend system was managed by Sendbird, eliminating the need for caching systems or local storage on user devices. The scalability to support up to ten thousand users in a chat group was also significant for us..”

Sanath Kavatooru

Software engineer at freelancer

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“Sendbird is very flexible, and they have made great strides towards optimization. The features that allow you to quickly gather chat rooms and chat room data, as well as messages for each chat room, along with the caching capabilities, are extremely helpful. The ability to quickly get up and running with minimal work and get people in chat rooms is very valuable for us. Sendbird serves as our WebSocket application, managing data on chat rooms and users connecting with each other..”

Adam Allison

Software Engineer at Howl

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“There are many useful features with Sendbird. I can add various data with metadata within individual messages or group channels. Online and offline messaging capabilities are especially beneficial.

Additionally, features similar to WhatsApp, such as online and offline statuses, message reactions, and replies, add significant value..”

Pranay Koley

Junior Software Developer at Weavers Web Solutions Private Limited

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“The best features Sendbird offers include easy integration with WordPress websites. You can have your knowledge bases connected to it and automated customer service capabilities. It can answer common customer questions and queries.

“Sendbird has positively impacted my organization because we do not have to build custom chatbots with code, and we could do no-code deployment, which is simply straightforward. Sendbird also provides an SDK which we have not used, but it is something which our organization is looking into. The no-code deployment has affected website launches in a timely manner.

“On average, I save two weeks per project compared to building custom chatbots..”

Gaurav-Bansal

Support Engineer at a tech vendor with 5,001-10,000 employees

[Read full review](#) 


“One thing I appreciated about Sendbird is that conversations stayed in a single thread, so agents could see the full history instead of jumping between different messages or channels. That made it easier to understand the customer's issue and then continue the conversations without asking the same questions all over again. For routing, we could direct conversations based on the type of request. For example, a billing question could go to one team, while a technical issue could go to another. That helped customers reach the right person faster, and it also prevented time spent transferring chats between teams and individuals.

“Another thing I found useful about Sendbird was the real-time communication aspect. Customers could get help while they were actively using the app instead of having to send an email and wait for a response. That made interactions feel more immediate and improved the overall support experience, especially for issues that could be resolved quickly through chat.

“The best features that Sendbird offers, the ones that stand out to me, are the real-time messaging, conversation management, and chat routing. Real-time messaging can help customers get support immediately, which also improves the overall experience. Conversation management is very useful because it keeps the full chat history in one place, making it easier for agents to understand the context of what is happening. I also value the routing capabilities because it helps direct customers to the right team without a lot of manual handoffs. Altogether, those features make support operations much more organized and responsive.

“Conversation management is the feature that I mostly rely on. Having the full history in one place makes a very big difference because agents can quickly understand what has already happened and continue helping customers without making them repeat themselves because the full history is already there. A good example was when a customer came back about an issue they had reported earlier. Because the conversation history was already logged in there, we could immediately see the previous discussions and continue from where we left off instead of starting all over again. That saved a whole lot of time for us, for both the customer and also for the support team, and it made the experience much smoother..”

Shadrach Godwish Chukwu

[Read full review](#) 

SDR and Workflow Automation Specialist at a tech services company with

165 employees
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Other Solutions Considered

“I was not directly involved in the evaluation process for Sendbird, so I cannot confidently name the exact tools that were compared. I came in after Sendbird was already selected and focused more on using it for managing customer conversations and support chats..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

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“If you consider the OpenTalk application or its current name since it has changed, it was also the same library earlier. However, it was difficult to understand. Compared with Sendbird, it's easy for fresher people to understand..”

Aayushi Tailor

Senior Mobile Application Developer at qodors

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“Before Sendbird, support was mostly handled through basic chats and email-based systems, which were slower and less organized. The switch happened because these tools could not handle real-time messaging well enough or scale properly when customer volume increased. Sendbird made it much easier to manage live conversations, route messages properly, and then keep everything in one structured system instead of having it scattered across channels. It is very much a good solution..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

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ROI

Real user quotes about their ROI:

“I have seen a return on investment because I was the only person needed to deploy it instead of four people coding for the implementation, and they were charging for maintaining the connection..”

Gaurav-Bansal

Support Engineer at a tech vendor with 5,001-10,000 employees

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“I do not have exact ROI numbers from reports regarding Sendbird, but from what I saw in day-to-day use, there is a clear improvement in efficiency. A lot of repetitive conversations were handled through chats without needing a human agent, so support teams did not have to spend as much time on basic queries. I would roughly estimate that 40 to 60% of the routine chats were deflected or resolved much faster, which reduced the workload and helped the team focus more on complex issues. The main return was not something of direct cost tracking on my own side, but more on the time saved, the faster response, and the reduced pressure on agents, which definitely made the system worth it..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

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Use Case

“I have used Sendbird in my past applications for real-time chatting. These applications were for real-time video calling, chatting, and social media type functionalities..”

Joshiravindra

Senior Software Engineer at freelancer

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“We use the Sendbird JavaScript SDK for a React Native mobile app, specifically to manage all of our chat software. Instead of having our own WebSocket application for users to be in group channels or chat rooms, we use Sendbird for all of that..”

Adam Allison

Software Engineer at Howl

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“In our company, we are using Sendbird for building a chat feature within our salon application.

I am using the Flutter framework to implement the chat feature, which facilitates communication between users and businesses, specifically salon shops..”

Pranay Koley

Junior Software Developer at Weavers Web Solutions Private Limited

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“I created a chat on our page, and I also created a chat for a website portal and a chat in a Chrome extension.

It was a chat between a borrower and a loan officer on a mortgage application platform. The borrower could ask questions, and the loan officer could respond and request documents, signatures, etc..”

Verified user

Software Engineer at a tech services company with 501-1,000 employees


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“I have been using Sendbird for approximately two years. I have been using Sendbird mainly for customer communication and support work. During all this time, I have worked with its messaging features to help manage customer conversations and also to improve response handling.

“My main use case is customer messaging and support conversations. For example, I use Sendbird to manage in-app customer chats where users could reach out directly for help. It made it easier to keep conversations organized, respond quickly, and make sure customers were connected to the right support team when needed..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

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“My main use case for Sendbird is to deploy it in customers' websites for the chatbot in their websites. We used a WordPress plugin majorly to enable it for customer websites.

“A specific example of how a customer benefits from this chatbot integration is an e-commerce website customer who wanted it to be deployed on their website for questions related to their products and any issues. The chatbot was integrated so that initial queries could be answered by the LLM which was connected to their website. If customers needed further requests or assistance and the chatbot could not answer, a ticket would be created for them and email notifications could be triggered. However, the initial set of queries could be catered to by the chatbot.

“We just used it for customer websites..”

Gaurav-Bansal

Support Engineer at a tech vendor with 5,001-10,000 employees

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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.

“The configuration is easy if you have knowledge of React Native and JavaScript. However, integrating it into an application requires experience with these technologies..”

Joshiravindra

Senior Software Engineer at freelancer

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“The documentation is very easy to understand. Anyone can just follow these guidelines and steps and then implement them in iOS, Android, or cross-platform as well..”

Aayushi Tailor

Senior Mobile Application Developer at qodors

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Customer Service and Support

“I don't remember escalating any questions to technical support. Most issues could be reported directly on the documentation page, which could be fixed easily..”

Verified user

Software Engineer at a tech services company with 501-1,000 employees

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“The support team is really nice because I had one query, and I raised the ticket in support. I got my proper answers. The response time and knowledge are really good..”

Aayushi Tailor

Senior Mobile Application Developer at qodors

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“Their support team is helpful and responsive. They have a forum where both the community and support team respond quickly, and we've had good experiences reaching out to them..”

Adam Allison

Software Engineer at Howl

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“Sendbird's customer support is good. Whenever I had issues and mailed them, they replied within 24 to 72 hours. However, for critical issues, quicker response times would be more helpful..”

Joshiravindra

Senior Software Engineer at freelancer

[Read full review](#) 

“The support service is unhelpful, especially when diagnosing and addressing crash issues. Even though we reached out multiple times, the response was inadequate, and without any video call assistance..”

Arslan Ali

Sr. Android Engineer at a comms service provider with 501-1,000 employees

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“I have not been able to contact Sendbird's support team. I cannot comment on their support since Sendbird is pretty easy to use. Most of the issues or setup questions were handled internally by the teams I was working with, so I did not directly interact with their support team during my use..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with 11-50 employees

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Other Advice

“Be aware of rate limits and watch out for any quirks or unexpected behaviors as you're building out your app. I would rate the solution seven and a half out of ten..”

Adam Allison

Software Engineer at Howl

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“I recommend Sendbird for those who can't afford a dedicated backend team due to their excellent support and frequent updates. However, I advise confirming version transition requirements as they demand significant refactoring.

I'd rate the solution eight out of ten..”

Sanath Kavatooru

Software engineer at freelancer

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“I would recommend Sendbird to others. In our startup, we have advised two applications to use Sendbird for their chat features.

On a scale of one to ten, I would rate Sendbird overall as eight out of ten due to its feature-rich yet requiring improved documentation..”

Pranay Koley

Junior Software Developer at Weavers Web Solutions Private Limited

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“I rate Sendbird a ten on a scale of one to ten.

“I give it a ten because it really leverages the use of AI with the LLM model which we could construct with the knowledge base PDFs and documentation which makes it a perfect bot. It caters to around seventy percent of the customer queries because it serves the purpose for which it is deployed. Until I go into the SDK things, I could find more areas of improvement, but at this moment, it is a ten. My overall review rating for Sendbird is ten out of ten..”

Gaurav-Bansal

Support Engineer at a tech vendor with 5,001-10,000 employees

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“I am a direct developer with cross-platform expertise, so we just have to use simple methods, like sending messages and connecting to create a channel and so on. We don't have to code more since every method gives proper responses, and we can get all the data from that response and display it in our application. It's easy to use. I suggest to other colleagues that if they consider a chat integration, Sendbird is simple and easy to understand.

Additionally, if a new employee joins the company, it's easy for them to understand the code already implemented.

I'd rate the solution nine out of ten..”

Aayushi Tailor

Senior Mobile Application Developer at qodors

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“My advice would be to take time to set up your chat flows properly from the start, one step at a time. If you design your routing rules and conversation structures well very early on, it makes everything much easier later. You also get better results from the tool because messages do not get messy or misrouted. I also recommend that you start simple, then gradually add more automation as you understand how your users behave. That way, you do not overcomplicate things way too much earlier.

“Sendbird is a very strong, reliable tool when it comes to real-time communications. Once it is set up properly, it makes customer support feel much more immediate and organized. It is especially useful for teams that handle a very high volume of live chats and need everything in one place without delays and without confusion.


“I would rate this review an 8 overall..”

Shadrach Godwish Chukwu

SDR and Workflow Automation Specialist at a tech services company with

11-50 employees

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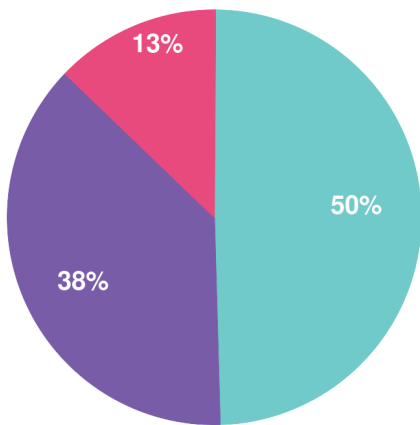
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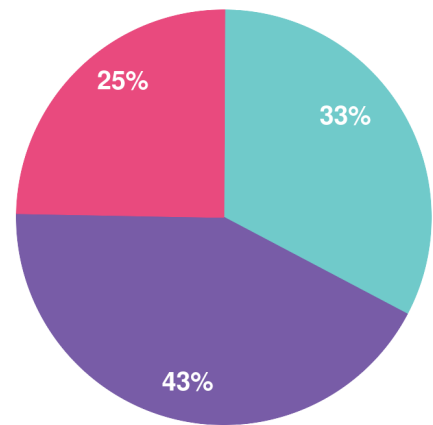
8%

Company Size

by reviewers



by visitors reading reviews



Large Enterprise

Midsize Enterprise

Small Business

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