FreshChat vs. LiveAgent vs. Salesforce Live Agent: What's the Best Live Chat App?

We often hear the phrase "content is queen", but it doesn't end there. In digital marketing, speed is king. The faster you are, the higher your chance is to sell.

This principle works especially in the area of customer support. Slow customer support response time frustrates customers, causing them to abandon your site and look elsewhere. The incredibly slow customer service response time on social media (10 hours) and email (17 hours) presents a major problem.

Live chat apps present a simple solution at a reasonable cost. Live chat apps let your customer service agents respond to customer inquiries in as fast as 30 seconds to 2 minutes, guiding them to the right products and eventually closing the sale. According to the American Marketing Association, B2B companies that use live chat see an average of 20% increase in conversions.

Choosing the right live chat app for your business is crucial as customers' expectations are steadily increasing. While there are plenty of live chat apps in the market, these three currently dominate: FreshChat, LiveAgent, and Salesforce Live Agent. This article is a comparison of these 3 apps according to their:

✔ Basic and advanced features
✔ User satisfaction
✔ Pricing flexibility
✔ Software integrations
✔ Customer and tech support

Overview: FreshChat

FreshChat is a cloud-based live chat software well-known for its advanced live chat support and customer engagement features. It boasts cutting-edge features for capturing and qualifying leads, enabling self-service among customers, gathering customer intelligence, and launching in-app campaigns to keep customers engaged with your brand.

Although it is part of a community of apps that can integrate with Freshdesk/Freshsales, Freshdesk also integrates with other help desk and

messaging platforms such as WhatsApp Business, Facebook Messenger, Zendesk, and Slack.

Top Features

- ✔ In-app FAQs (eliminate the need to direct visitors to a separate FAQ webpage)
- ✔ Multilingual FAQs
- ✔ In-app message channels (organize messages into topics)
- ✔ Pre-written messages
- ✔ IntelliAssign for intelligent chat routing
- ✔ Proactive messages aimed to generate leads and engage with customers
- ✔ Chatbots for 24/7 customer support

- ✔ iOS and Android apps for all team members
- ✔ OmniChat, a Google Chrome extension
- ✔ Team Inbox with key team productivity features
- ✔ Real-time dashboard and reports
- ✔ Integrations with help desk, messaging, and CMS platforms
- ✔ Rich media support
- ✔ Co-web browsing

Who it's for:

- ✔ Small companies with a limited number or even without dedicated customer support agents or sales representatives
- ✔ Companies that want to leverage a live chat app for marketing and customer engagement purposes

Overview: LiveAgent

An all-in-one helpdesk, LiveAgent is known for its call center software and powerful ticket creation and management features.

LiveAgent collects all customer messages across all channels (email, calls, chat, social media, feedback forms, forums) and automatically transforms them into tickets found in one centralized platform. Doing so makes it easy for agents to keep track of customer messages without switching between apps, significantly cutting their time spent on message tracking.

The cloud call center feature is found right inside the same platform, allowing your agents to handle inbound and outbound calls without the need for an extra tool.

Top Features

- ✔ Collection of tickets from different channels
- ✔ Hybrid ticket stream
- ✔ Cloud call center software
- ✔ Creation of a customer portal with knowledge base articles and forum
- ✔ iOS & Android apps
- ✔ Visitor monitoring

- ✔ Chat invitations
- ✔ Pre-written messages
- ✔ Feedback management
- ✔ Multi-brand support
- ✔ Chat reports
- ✔ Advanced analytics and reports
- ✔ Real-time typing sneak peek
- ✔ In-app translations

Who it's for:

- ✔ A company not currently using a helpdesk or unsatisfied with their current helpdesk
- ✔ A company that needs a more efficient way of dealing with customer messages across several communication channels including emails, calls, contact forms, and social media

Who it's not for:

- ✔ Companies looking for a live chat app that can be integrated with other helpdesks such as Zendesk or Salesforce

Overview: Salesforce Live Agent

Salesforce Live Agent is an add-on feature to the Salesforce Service Cloud, a platform that helps companies personalize customer support and engagement across all communication channels.

Service Cloud has an intuitive AI-powered platform that pulls all data from the customer service, sales, and marketing departments into one centralized system to provide a 360° customer profile. This enables agents to contextualize and personalize responses to customer inquiries according to their history with the company or website behavior, to name a few. For

example, an agent may respond differently to a first-time website visitor from a paying customer.

Top Features

✔ Multilingual support
✔ Chatbots
✔ Real-time chat sneak peek
✔ Pre-written messages
✔ Customizable interface
✔ Snap-ins

✔ Customer Profile
✔ Real-Time Agent Coaching
✔ Agent Queue Monitoring
✔ Agent Performance Metrics
✔ Instant Message Sessions Metrics

Who it's for:

✔ For small to large businesses looking for a simple live chat solution
✔ For businesses currently using Salesforce Service Cloud and would like to start taking advantage of their live chat app

Basic and Advanced Features

Deciding on which live chat app to go with requires a careful evaluation of business needs and priority. Modern live chat apps offer not just basic live chat features but also offer more advanced features that help with lead generation as well as conversion optimization.

If your focus is on providing 24/7 customer support, you might want to have features such as integration of self-help FAQs, co-browsing, screen sharing, file support, chat routing, and priority inbox.

If you're looking for a live chat software that can help your marketing department to generate more leads, features like triggered messages, automated campaigns, chatbots, and visitor intel will come in handy.

FreshChat	LiveAgent	Salesforce Live Agent
Ticket creation and management Canned responses Pre-prepared messages In-message FAQs FAQ insights Multilingual FAQs Message channels Co-web browsing	Automated live chat invitations Chat history Proactive chat invitations Chat button gallery Chat button animations Visitor tracking Chat routing Real-time typing view	Automatic chat routing Customer chat sneak peek Canned responses Pre-written messages Multilingual support Mobile responsive Customizable interface Chatbots Chat transcripts

IntelliAssign (chat routing) Rich media support (images, stickers, emoji, GIFs, files) Omnichat (a Google Chrome extension) Translation features Away messages Team member avatar Priority inbox Real-time insights dashboard Performance reports Customizable application interface (API) Contact details export Private message notes Groups Assignment rules Customer satisfaction score Read receipts Desktop notifications Multiple business hours Pre-chat forms Chatbots Visitor banning Real-time active chat monitoring Triggered Messages Triggered or scheduled email campaigns Visitor intel and Clearbit integration User segmentation Proactive chat invitations Campaign insights SmartPlugs CRM autoload Customized bot workflow	Live chat tracking via Google Analytics Max queue length Internal chat Current URL of live chat visitor Agent ranking 39 translations available Multilingual widgets Automatic ticket creation (emails, tickets, chats, social media messages, forum posts, feedback forms) Universal inbox Automated ticket distribution Hybrid ticket stream To solve button Ticket ownership Department ticket distribution Time tracking Custom business hours Internal tickets Mass action SPAM filter Agent and admin pause Ticket filters GIFs in tickets Audit log Email notifications Cloud-based call center software On-site call button Call soft-transfer Internal call routing Automatic call assignment Interactive voice response Unlimited recordings VoIP integration Analytics overview Performance report Agent ranking overview Department report Agent availability Channel report Offline support portal (including customer portal and knowledge base)	Real-Time Agent Coaching Agent Queue Monitoring Agent Performance Metrics Instant Message Sessions Metrics

Best Live Support Features: [FreshChat](#)

While all three apps provide the basic features of live chat apps such as website embed and customization options for branding, FreshChat offers more advanced live support features that make it easier for agents to provide support to customers' needs.

OmniChat, its Google Chrome extension, allows agents to respond to queries while browsing the internet. You can also create Triggered Messages to proactively engage with users based on rules, e.g. visiting a specific URL or staying on the webpage for a specific amount of time.

One of the most useful features of FreshChat is the co-browsing feature which allows agents to guide customers to specific websites/webpages as opposed to simply sending a link.

LiveChat also has interesting features to offer such as real-time typing view which lets agents see what customers are typing so they can provide a useful response faster, 39 available translations for an international audience, and automated chat invitations.

Lastly, Salesforce Live Agent is more unique as it best functions as part of Salesforce Service Cloud. With Service Cloud, you will be able to access crucial customer details to provide a contextualized response.

Best Ticket Management: [LiveAgent](#)

Of the three live chat apps, LiveAgent has the most robust set of features that give you complete control over ticket creation and management. All forms of customer messages – chats, emails, Facebook and Twitter tickets, calls, feedback form responses, and forum posts – are automatically sorted into tickets. These tickets are then organized in a universal inbox that shows crucial details such as channel of origin, customer details, and custom tags.

This system makes it possible for agents to track all forms of incoming company communication while also boosting productivity. You can also pre-define the number of tickets, phone calls, and chats that your agents receive and automatically rotate phone duty and set pause times for your agents. Tickets can be distributed to departments and individual agents.

Other useful ticketing features include time tracking, tags, internal tickets, bulk actions, canned messages, predefined answers, attachments, and image support. LiveAgent also lets you track the most popular channels customers use to contact you.

Best Self-Service Features: [FreshChat](#)

FreshChat stands out in terms of self-service features because of its easy-to-use in-app FAQs and message channels. Unlike LiveAgent and Salesforce Live Agent which host a customer help center on a separate webpage, FreshChat enables you to display a list of FAQs and answers right inside the live chat app.

The in-app FAQ eliminates the need for customers to visit a separate webpage to find what they're looking for. Each FAQ also has an upvote and downvote button as a way to gather feedback on how useful the answers are.
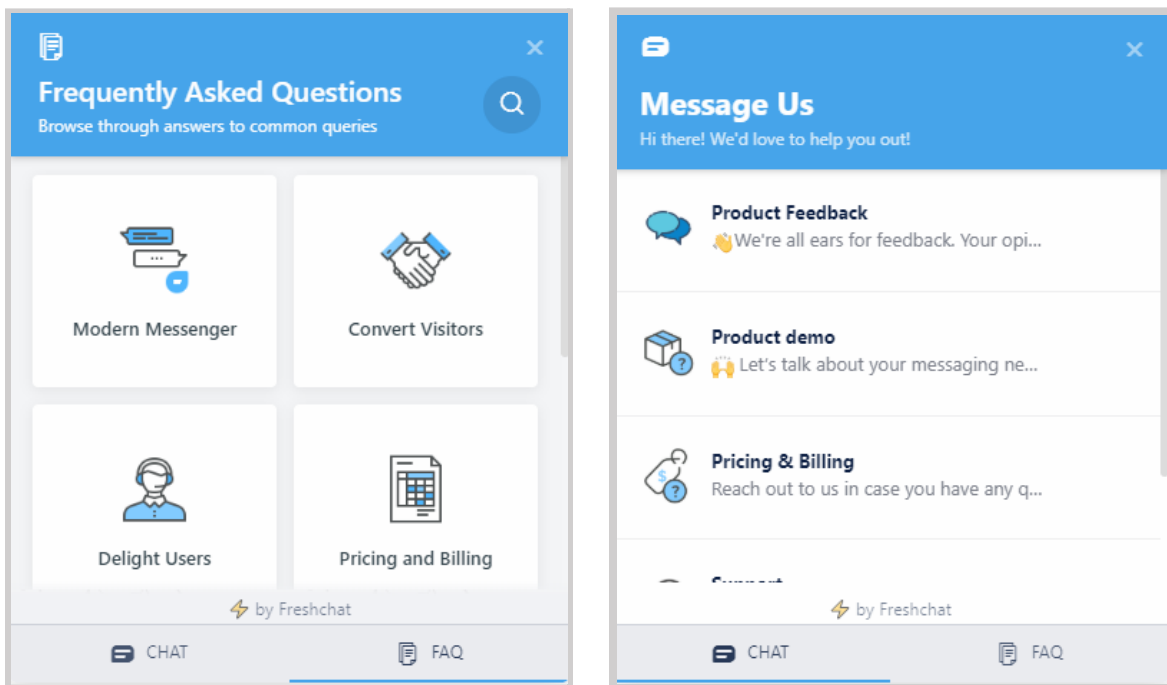
While LiveAgent and Salesforce Live Agent do not offer in-app FAQs, they allow you to create a Customer Portal with a knowledge base, a list of FAQs, and a customer forum where customers can post questions and get help from other customers.

Best Chat Routing: [FreshChat](#)

FreshChat offers the most advanced chat routing features among the three, giving you more control over how chats are assigned to agents. While LiveAgent, Salesforce, and FreshChat allow you to automatically assign chats to agents based on workload and expertise, FreshChat takes it one step further in IntelliAssign, a chat routing feature that enables you to create groups and add more advanced chat routing rules.

Groups are a set of agents who may handle conversations of similar natures. You may form groups based on their functions (e.g. Operations, Customer Success, Sales, Marketing) or based on skills and abilities (e.g. skill level, language-based). Messages can be automatically or manually assigned to groups, and you can also assign the number of conversations a group can handle.

More advanced rules also help in efficient chat routing, including rules on message channels, user properties, keywords, and time of the day.

Best Analytics and Reporting: LiveAgent

LiveAgent shines in the area of analytics and reporting as it provides thorough, customizable metrics and KPIs to measure your team's performance over time.

Even though Freshchat and Salesforce Service Cloud offer all the standard metrics you'd expect, like number of incoming and outgoing messages, response and resolution time, number of open cases in the backlog, agent performance trends, agent ranking overview, and customer satisfaction rating, LifeAgent takes it a step further by providing more types of performance reports.
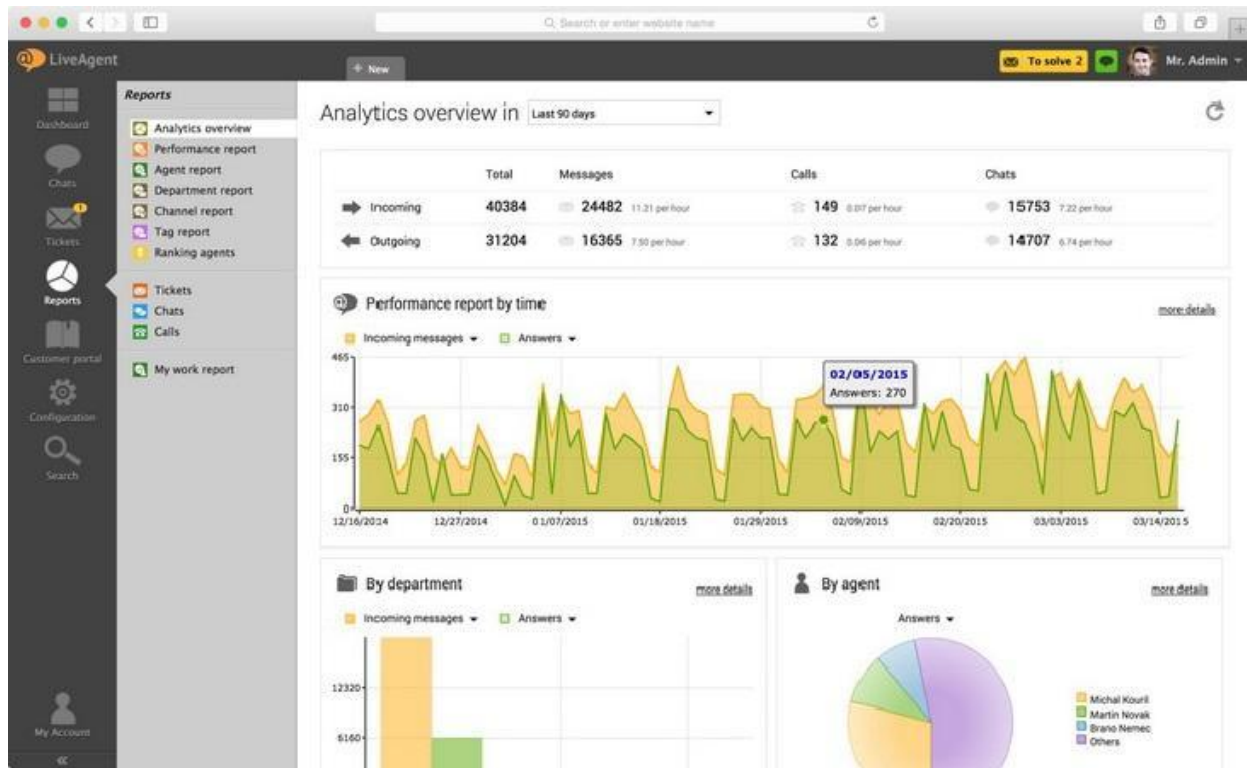
Inside the LiveAgent dashboard, you will be able to generate and view different types of reports including Agent Performance Report, Time Performance Report, Department Performance Report, Tag Performance Report, Channel Performance Report, SLA Compliance Report, and SLA Log Report. You'll be able to generate and hand over a department performance report in a few minutes rather than in a few hours.

These features make LiveAgent ideal for small to large enterprises looking for a quick, painless way to generate detailed reports to guide strategies and decision-making.

Highest User Satisfaction: [LiveAgent*](#)

FreshChat	LiveAgent	Salesforce Live Agent
96%	99%	92%

*According to Customer Satisfaction Algorithm™, Financesonline.com

Comparison of Pricing Schemes

FreshChat	LiveAgent	Salesforce Live Agent
■ SPROUT – FREE 10 Active members Unlimited contacts Priority Inbox Channels and Groups 30 day chat history Integrations (Facebook Messenger, Slack, Freshdesk) Mobile app Desktop and Push Notifications 10K MUV ■ BLOSSOM – $15/MEMBER/MONTH All Sprout features Unlimited contacts Events Timeline Limited triggered messages FAQs CSAT Zendesk Integration Assignment rules SmartPlugs Business hours ■ GARDEN – $24/MEMBER/MONTH All features in Blossom Unlimited contacts Bots Unlimited, recurring triggered messages In-app campaigns Event capture Clearbit integration Freshsales integration ■ ESTATE – $39/MEMBER/MONTH All features from Garden Unlimited contacts IntelliAssign	■ **FREE TRIAL** ■ **TICKET PLAN: $15/AGENT/MONTH** Custom domain parking E-mail support – Ticketing Contact forms Forum & Knowledge Base iPhone/Android app ■ **TICKET + CHAT: $29/AGENT/MONTH** Includes all features of the Ticket plan Live Chat Real-time visitors monitoring Chat invitations Feedback management ■ **ALL-INCLUSIVE – $39/AGENT/MONTH** Includes all features of previous plans Cloud Call Center Facebook & Twitter integration Call center support Gamification	Salesforce Live Chat offers a free trial. You may contact the vendor to request a quote.

Multilingual support IP Whitelisting Customer Success Manager		

Most Software Integrations: [LiveAgent](#)

Most live chat apps make it possible to integrate with other business software such as CRM, helpdesks, call center systems, and analytics solutions. Of the three apps, LiveAgent integrates with the most commonly used software in CRM, email marketing, e-commerce, project management, as well as social media sites.

Being a part of the FreshWorks community of software, FreshChat integrates with the Freshdesk CRM, Freshsales, and Freshservice. It's a good choice if you're already using one or more of these pieces of software.

Salesforce Live Agent integrates with systems found in Salesforce's AppExchange marketplace, making it a good option if you're already using Salesforce's community of apps.

FreshChat	LiveAgent	Salesforce Live Agent
Freshdesk Slack Facebook Messenger Wordpress Squarespace Zendesk CRM Freshsales WhatsApp Business Apple Business Chat Clearbit Shopify	Zapier CloudApp Meetingbird Slack ProjectManager.com Facebook Twitter Wordpress Joomla Drupal Squarespace Weebly uKit Adobe Business Catalyst Wix GoDaddy Web.com Expression Engine Highrise Cloudtalk Sharpspring Nicereply	Salesforce Live Agent integrates with the systems in Salesforce's AppExchange marketplace which you can find [here](#). These applications include platforms for finance, human resources, sales, customer service, IT & admin, marketing, and analytics.

| | Google Analytics
Quriobot
2Checkout
Braintree
GetResponse
MailChimp
AWeber
Magento
Opencart
Prestashop
3DCart
CS-Cart
BigCommerce
Actinic
Fortune 3
Volusion
Core Commerce
X-Cart
Post Affiliate Pro
Help Desk Migration | |

Best Customer and Tech Support: FreshChat

FreshChat	LiveAgent	Salesforce Live Agent
Email Phone Live Support Offline support Training	Email Phone Live Support Offline support Tickets	Email Phone Training Tickets Offline support

While all three apps provide offline support in the form of FAQs and customer portal, FreshChat takes it one step further by integrating FAQs into their live chat app. This way, whenever customers need assistance or clarification, they can first check the FAQs listed in the app and proceed with chatting with a live agent if they can't find what they need.

Freshchat's Knowledge Base is comprehensive and gives answers to common questions on getting started, using the web messenger, integrations, and user guides for both admin and agents.

LiveAgent also has a comprehensive Knowledge Base, and users have commended them for their 24/7 support.

Salesforce Live Agent, on the other hand, only provides 24/7 support and configuration services to subscribers of the Service Cloud's "Unlimited" plan.

Ironically, Salesforce Live Agent doesn't have a live chat app on its website. They do have a contact form that asks for the visitors' personal and contact details. This makes the customer support response time considerably slower than the other two apps.