CLARABRIDGE

Live Chat vs Messenger:
The Right Call May Be a Message

Live Chat and Messenger accomplish one similar goal: get you in contact with your customers right where they are, exactly when they need. However, the differences lie in how each accomplishes the goal of getting you closer to your customers. Let's see how:

LiveChat

- Must be on your computer constantly to chat with a live agent

- Lose your conversation records right after a chat ends

- Have to get the chat contents sent to your email

- Seamless two-way hand-offs from chat bots to agents for Live Chat

- Limited or no ability to send multimedia documents

- Must be used on your company website, requiring you to track use in more messaging apps

- Limited to non-social media platforms

Messenger

- Continue the conversation anywhere on any Messenger-capable device

- Always have access to your historic Messenger chats with a business, no need for a Facebook account either!

- Chat bots hand off to agents who get the whole context of your chat bot conversation through Clarabridge Engage

- Send multimedia files to customers, like images and text documents

- Take advantage of Facebook stores to drive sales and Messenger to respond promptly to customer questions

- Use Messenger as your messaging application right on your business' non-Facebook website

With Clarabridge Engage, whether you choose Live Chat or Messenger, your business can keep track of and respond to messages with the best teams or agents for the job.

About Clarabridge
Clarabridge helps the world's leading brands take a data driven, customer-focused approach to everything they do. Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

Messenger for Business
Build lasting customer relationships through conversation. Messenger allows you to connect with billions of people in a channel they prefer - making business personal and convenient.

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