



Hiver vs Freshdesk

Reasons, Reviews, and Ratings



Table of Contents

Introduction

Hiver versus Freshdesk – Let’s unpack some basics:

1. Freshdesk costs 1.5x more than Hiver
2. Hiver can be “set up in about 5 minutes”
3. Hiver’s seamless integration with Gmail makes it a “game changer”
4. Hiver’s 24x7 customer support is “beyond compare”
5. Hiver’s Analytics gives you in-depth, meaningful data on performance
6. Hiver keeps teams “organized” and “highly efficient”

In a nutshell – Hiver vs Freshdesk user ratings

See how companies are delivering brilliant customer service with Hiver

Hiver – The fresher choice for a helpdesk

Introduction

Today, most companies want to keep their customers at the centre of their business strategy.

Chances are, your company prides itself in being customer-centric or is looking to become one.

That's why we built Hiver – a support solution designed to help customer-centric companies deliver consistently brilliant customer service.

We believe that legacy helpdesk solutions come in the way of that and de-humanize the customer experience by making them feel like tickets.

Today, 8000+ global teams use Hiver to have natural, meaningful conversations with their customers.

If you're evaluating various customer service software for your business, here's a guide that will help you see how Hiver fares compared to Freshdesk – a popular helpdesk solution.

Comparison	Hiver	Freshdesk
Customer service	 <p>Uninterrupted, 24x7 support across all plans with a response time of less than 2 minutes.</p>	 <p>Unreliable, slow and frustrating support.</p>
Setup and use	 <p>Setup is a breeze – can be done in 5 minutes. UI is intuitive. Doesn't force you to learn a new tool.</p>	 <p>Setup is complicated and time-consuming. The tool is not user-friendly.</p>
Google Workspace integration	 <p>Integrates seamlessly with Gmail. Teams using Google Workspace can easily assign customer queries, automate tasks, track issues, and measure performance from within Gmail.</p>	 <p>Integration with Google Workspace products isn't seamless. Teams can't act on tickets from Gmail – they have to login into Freshdesk to do the same. Results in lot of back and forth.</p>
Reporting and analytics	 <p>Robust analytics that help you get to the depths of your customer service performance. Highly customizable reports that are easy to comprehend.</p>	 <p>Reporting features offer only a surface-level understanding of support quality. Analyzing data is time-consuming and complicated.</p>
Pricing	 <p>Hiver offers more value for your money. You can access – Lite at \$15/agent/month, Pro at \$39, or Elite at \$59.</p> <p>CSAT surveys and cross-collaboration are also available in our Lite plan.</p> <p>Hiver's Live chat channel is included in all three pricing plans.</p>	 <p>Freshdesk cost's you 1.5x more than Hiver. It offers a Growth plan at \$15/ agent/month, a Pro plan at \$49, and an Enterprise plan at \$79.</p> <p>CSAT surveys and cross-collaboration are not available in their Growth plan.</p> <p>For live chat, you need to pay an extra \$15 to buy Freshchat or purchase their Omnichannel suite for \$29.</p>

<p>Productivity</p>	<p>✓</p> <p>Hiver keeps your team productive by automating routine customer service tasks, tagging support emails by type or priority, and auto-closing emails that don't need their attention.</p>	<p>✗</p> <p>Freshdesk users experience productivity roadblocks because of its poor spam detection capabilities. It doesn't allow users to flag spam emails automatically – they have to manually close them.</p>
<p>Customer experience</p>	<p>✓</p> <p>Hiver helps teams foster meaningful, long-term relationships with customers by treating all queries as real conversations – not tickets.</p>	<p>✗</p> <p>Freshdesk is built around the idea of legacy support solutions that treat customers as tickets, making it difficult to foster long-term loyalty.</p>
<p>Customer ratings</p>	<p>✓</p> <p>Overall rating: 4.6/5</p> <p>Ease of use: 9.3/10</p> <p>Ease of setup: 8.9/10</p> <p>Quality of support: 9.4/10</p> <p>(Source: G2)</p>	<p>✗</p> <p>Overall rating: 4.4/5</p> <p>Ease of use: 8.8/10</p> <p>Ease of setup: 8.5/10</p> <p>Quality of support: 8.8/10</p> <p>(Source: G2)</p>

Hiver versus Freshdesk – Let's unpack some basics

Freshdesk is one of the most recognizable names in the helpdesk market today – especially known for its low-cost plans.

The tool has typical helpdesk features like ticket tracking and assignment, collaboration, automations, and reporting. Freshdesk allows customers to offer support via email, phone, chat and social media. All that said, Freshdesk compels its users to learn and adapt to a whole new tool.



In contrast, Hiver is a relatively newer multi-channel customer service platform that allows you to serve your customers via email and chat **without forcing you to leave Gmail**. As such, with Hiver, you don't have to change your behaviour or learn a new interface.

We don't believe in blowing our trumpet; we let our product speak for itself. Check out what some of our users have to say about us vis-à-vis what Freshdesk's users have to say about them.

Here are a few reasons that make Hiver's a better choice for a helpdesk than Freshdesk – in users' own words:

1. Freshdesk costs 1.5x more than Hiver

We ran the numbers to see how much you could save with Hiver compared to Freshdesk.

Must-Have Features	Helpdesk	Small + Medium teams (10 users)	Large Teams (50 users)
<ul style="list-style-type: none">• Shared Inboxes• Live chat• Voice Channel• Whatsapp• Knowledge Base• Automation• Analytics• SLAs• Integration• CSAT	 freshdesk	\$7,080/year	\$35,400/year
	 hiver	\$4,680/year	\$23,400/year
	Annual Savings	\$2,400/year	\$12,000/year
	Annual Savings %	34%	

- ✓ Moreover, you're **paying 293% more on Freshdesk** for a basic feature like cross-collaboration with teams.
- ✓ You're **spending an extra 153% on Freshdesk's AI bot** in comparison to Hiver's AI bot - Harvey.
- ✓ You're **paying Freshdesk 93% more** to access its live chat feature.
- ✓ You're **spending 51% more on Freshdesk** to
 - setup SLAs
 - use the CSAT survey feature



Freshdesk's upper pricing tiers are quite expensive for multiple agents.

[Freshdesk review on G2](#)



"Hiver is unintrusive and lives right in my Gmail box.it is a fraction of the price of the competitors."

[Hiver review on G2](#)

2. Hiver can be “set up in about 5 minutes”

When you invest in a new tool, you must be mindful that it might take a while for your team to get used to it.

But when it comes to a support solution, spending too much time setting up and learning it would mean delays in customers getting the help they need.

And that’s one of the most significant issues with Freshdesk. Despite being a popular customer support solution, it has a **reputation for being complex to set up and use.**

Freshdesk’s users often complain about how challenging it is to configure the software and how little they can rely on the company’s support to help them with the same.

Freshdesk is known to complicate even the most minor tasks.



It was very difficult to setup, it was almost as if one needed to be a programmer, after spending several hours trying to make it work, we gave up.

[Freshdesk review on Capterra](#)



This software is not user friendly at all. Nothing is made easy. You cannot multi task and everything requires multiple clicks to complete a task.

[Freshdesk review on Capterra](#)

Your support software should be intuitive. You should be able to set it up and start using it without spending hours on elaborate training sessions and product demos.

And that's precisely what gives Hiver an edge.

It's built on top of Gmail, so **you don't need to learn how to operate a whole new tool**. The learning curve is minimal, and you can start delighting your customers from the get-go.

And if you still need help figuring the solution out, our dedicated onboarding specialists make the training experience a breeze.



Hiver was so incredibly easy to set up, it took about 5 minutes! Hiver has saved me hours of work time and has kept my emails super organized.

[Hiver review on G2](#)



We have been a Hiver user for around 4 years. In that time frame Hiver along with a few other key apps has transformed the way we communicate, stay on top of leads and customer issues. Setup and customization are very intuitive.

[Hiver review on G2](#)

3. Hiver's **seamless integration with Gmail** makes it a "game changer"

Ever find yourself switching between multiple apps and tools to get work done?

This problem – also known as "tech sprawl" – is something many modern businesses struggle with.

A [study by Forrester](#) found that 50% of agents waste a ridiculous amount of time jumping between tools and platforms to resolve customer problems.

That's why the need of the hour is not a separate tool for every small task but a single tool that makes it easier for you to get multiple tasks done.

In that regard, Freshdesk isn't the best bang for your buck – even more so if your company uses Google Workspace.

On paper, Freshdesk does come with a Google Workspace integration. However, when teams start using the solution they realize **the integration isn't as seamless as they'd hoped.**

Many Freshdesk users have reported issues trying to sync the tool with Google Workspace products like Gmail, Google Calendar, Google Contacts, etc.

Another problem with Freshdesk is that while it sends alerts about new tickets to customers on their Gmail accounts, **they can't act on those notifications from within Gmail – they still have to go onto an external tool (Freshdesk) to do the same.**



The platform cannot be connected and synced with Google Workspace email and Google Calendar. We find it inconvenient to manually note updates shared by the client into the system. Email notifications do not come at times and manual monitoring is required separately for the Freshdesk.

[*Freshdesk review on G2*](#)

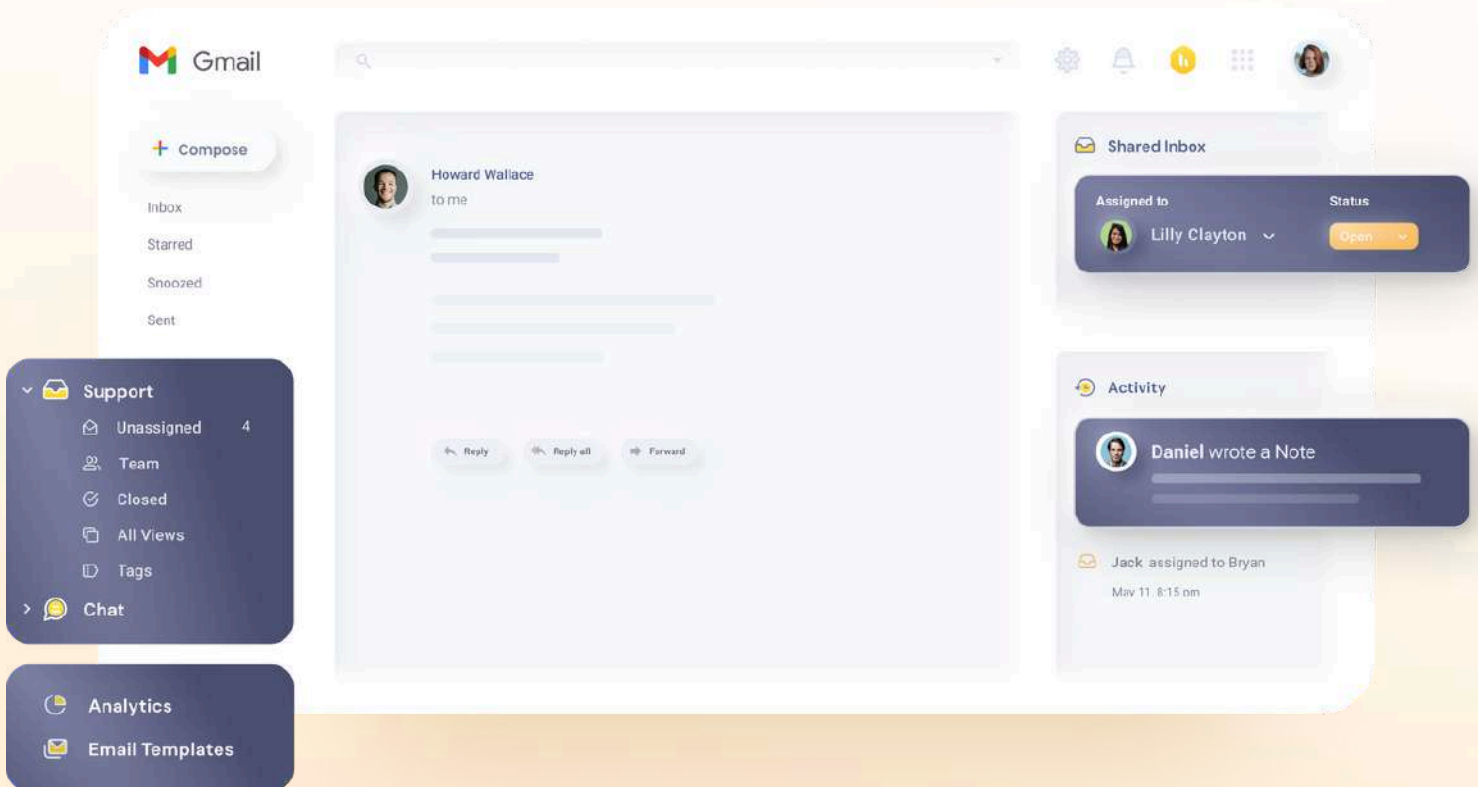


All the emails in your regular and original inbox (Gmail) will appear open, so you can't track the email by that canal.

[*Freshdesk review on G2*](#)

With Hiver – a helpdesk designed exclusively for Google Workspace users – you can perform all the actions of a robust customer service solution **without ever having to leave Gmail.**

You can easily assign incoming queries to your team members, automate routine helpdesk tasks, track customer issues to closure, organize customer emails and measure your team’s performance. All of this and more from a platform you know like the back of your hand.





Absolute game changer for our team: The integration of Hiver into Gmail is hands-down the best feature. When searching for a shared inbox I did not want something that would require having yet another tab open. I needed something that would work with the system that my team was already using.

[Hiver review on G2](#)



I love how seamlessly Hiver integrates with our existing email managed by Gmail. I also love how the email trail is stored with our shared inboxes. I can easily find a particular customer's history if the coworker who originally responded to it is not available.

[Hiver review on G2](#)

4. Hiver's 24x7 customer support is "beyond compare."

Working with technology means that things will break down from time to time. There are bound to be instances where you'll need help fixing issues quickly so that your customers don't face the brunt of the technical problems you're facing.

Imagine a scenario where your support solution cannot load incoming customer emails. You reach out to your helpdesk's support team and are left hanging with an insincere auto-responder email that reads, "Our team will get back to you soon". Despite following up multiple times, you fail to get the help you need, and your customers are left waiting and frustrated.

This is just the kind of **unreliable customer service Freshdesk users have to deal with.**

It takes days, sometimes months, to get even basic issues resolved.



Bad customer service, avoids difficult follow-ups, takes escalation to do anything. When we were being courted for sale many promises were made that were forgotten after the deal was signed.

[Freshdesk review on Capterra](#)



Freshdesk has brought us many more problems than we could solve with them, above all because their technical support is deficient. When they attended to us, we received annoying responses that they would soon contact us which in the end never happened. We began to lose clients as a result.

[Freshdesk review on G2](#)



Customer service is terrible. During Covid-19, they were unwilling to provide any assistance for an annual subscription that had renewed that same day. They just said sorry you can use it for 365 more days though after we had told them we no longer used the product. Probably hadn't even accessed the platform in over 18 months.

[Freshdesk review on G2](#)

At Hiver, not only are we obsessed with helping companies deliver spectacular customer experiences, we're equally driven to assist and support them in all possible ways.

Our support quality is one of the biggest reasons our customers love us.

We offer our customers **uninterrupted 24x7 chat and email support** across all plans.

Don't believe us? Here are some metrics you should take a look at:

- ✓ We have a First Call Resolution rate of 88%; far above the industry standard of 40%
- ✓ Our CSAT score is 95%
- ✓ Our Average Response Time for chat queries is 13 seconds – almost 3x faster than the industry average of 45 seconds.



Since we have been using Hiver, we have had the best support possible. Any issues that occur, they either resolve it or try to implement an integration that works for us.

[Hiver review on G2](#)



The customer service is beyond compare! Very Fast response, very professional. This system saves us HOURS of email time

[Hiver review on G2](#)



The 24-hr live support has been fantastic. Each team member I've worked with has been extremely helpful and available. They are knowledgeable and give easy-to-understand instructions when guiding the user to obtain additional information to solve an issue.

[Hiver review on G2](#)

5. Hiver's Analytics gives you **in-depth, meaningful data** on performance

Is your team responding to and resolving customer issues effectively? Are your customers happy with the quality of service you're providing them? Are there any critical trends in the customer issues you've been receiving lately?

As support professionals, these are crucial questions you'd want answers to – and most popular helpdesks come with reporting and analytics features that can give you those answers.

However, not all helpdesks are built equally, and neither are their reporting capabilities.

And this is yet another aspect where Freshdesk falls short.

Even though Freshdesk boasts of robust analytics, several customers have reported issues with its **limited capabilities and lack of user-friendliness**.

For example, many users have reported that Freshdesk doesn't allow them to group their agents' performance and efficiency by customers. In other words, it won't be able to tell them which customers or companies have a high Average Response or Resolution Time.



Reporting and analytics are sub-par, unfortunately. It's very difficult to pull the information that you need in order to see efficiency by customer or ticket type.

[Freshdesk review on G2](#)



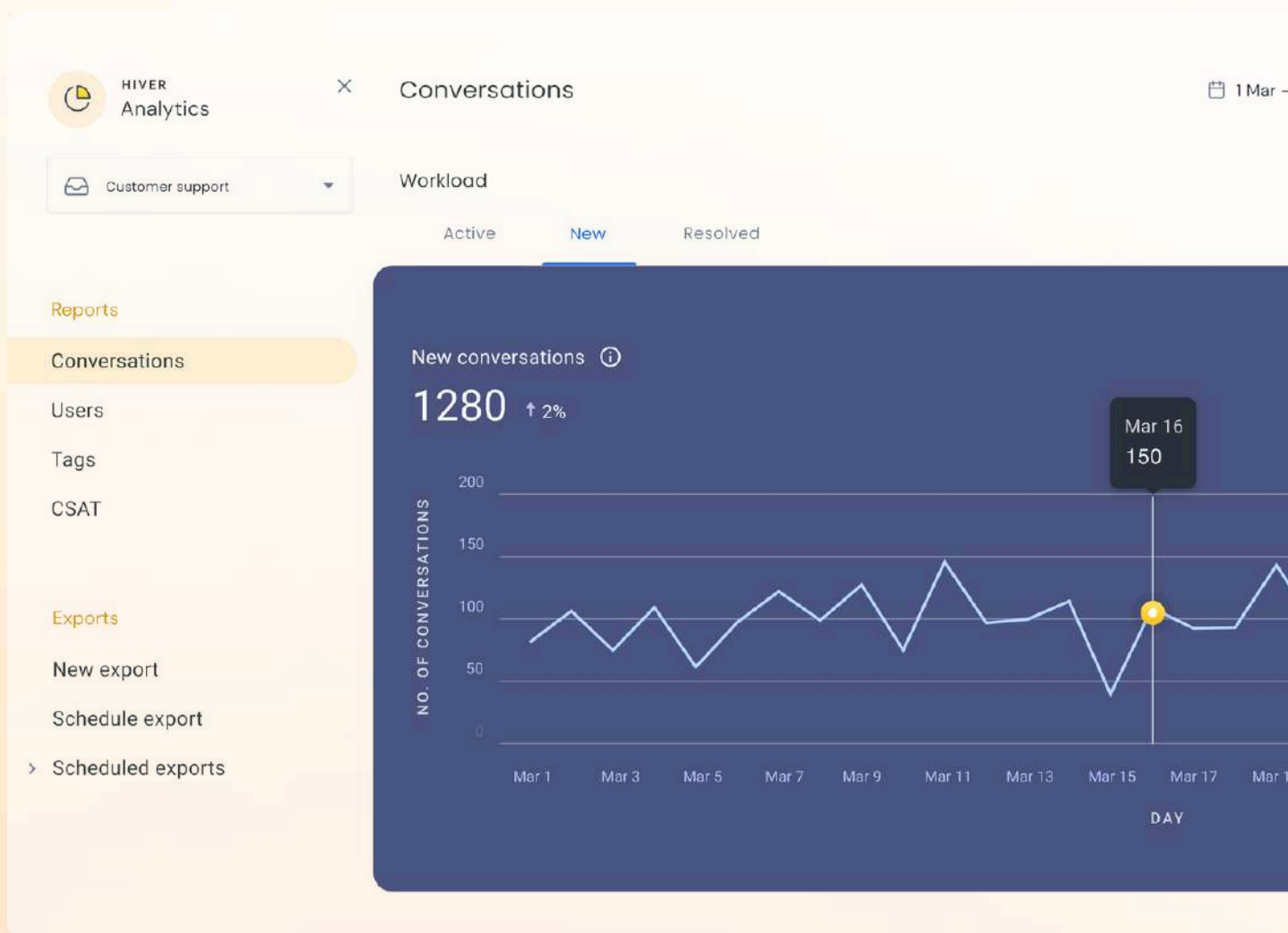
The reporting is TERRIBLE. Want to find out which customer has reached out the most in the past week? Want to know what issue was reported the most last month? Hope you like manipulating data in Excel because that is the only way to get remotely helpful reporting. Their custom reports are trash and basically, everything has to become a data dump which is time-consuming and keeps your data very high level.

[Freshdesk review on Capterra](#)

On the other hand, Hiver comes with a host of highly customizable reports. You can easily access in-depth insights about your team's performance and whether they're keeping up with the quality of support you've promised your customers.

Some reports you have access to as a Hiver user include:

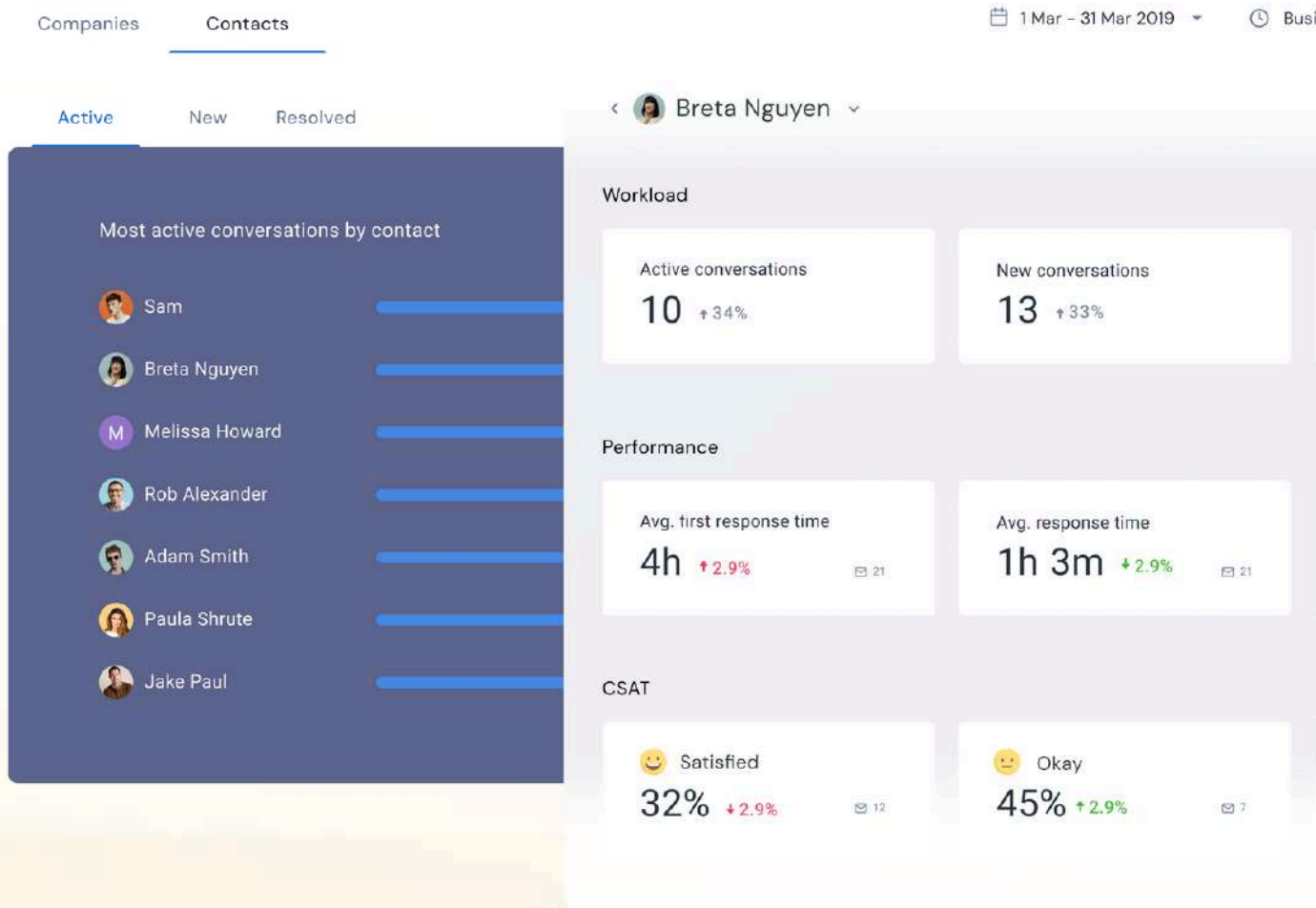
Conversation Reports: These help you understand how effectively your team manages customer conversations. Find out how many customer conversations have taken place, how quickly your team responds to them, and the average time they take to resolve them.



User Reports: These reports help track your team’s performance and workload. Find out who your top performing agents are and who are the ones that might need training or assistance.



Contact Reports: [These reports](#) allow you to group your agents’ performance by companies and customers.



Tag Reports: These reports help you identify trends in customer conversations. You can access critical information like the number of open or pending customer emails tagged 'urgent'. This way, you can identify critical issues on time and know precisely when and where there is a need for additional resources or agent support.

Tags

1 Mar - 31 Mar 2019

Business hours

Active

New

Resolved

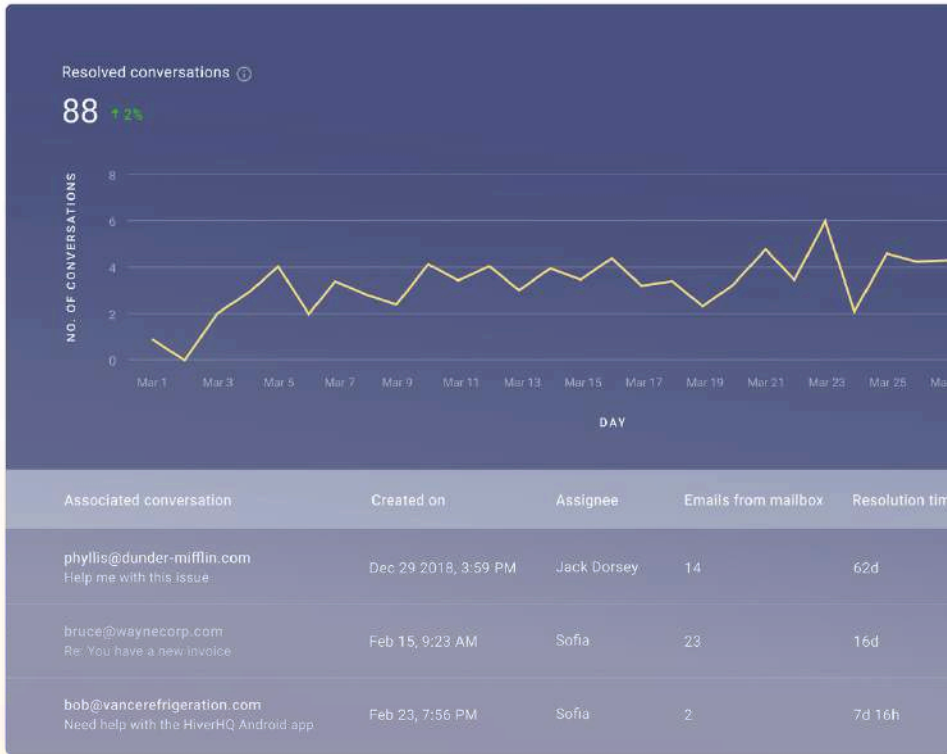
Top active conversations by tag



Besides these reports, you also have the option of creating custom reports to track the metrics that matter to you.

Filtered by Tags: Enterprise

Save as custom report



✕ Create custom report

Metric

Resolved conversations ▾

Assignee

Select ▾

Tags

Enterprise × ▾

Reset Preview



Being able to work in collaboration with others from a single inbox is a huge time saver. After a ticket arrives, it is assigned to an individual and no longer clutters up your own view. Hiver Analytics allows us to keep tabs on our most frequent issue categories and to be more proactive in the future.

[Hiver review on G2](#)

6. Hiver keeps teams “organized” and “highly efficient”

As a customer service professional, it's needless to say that you'd expect your helpdesk to do some of the heavy lifting for you.

That's where helpdesk features like automations come in handy.

However, even though Freshdesk claims to have good automation features, its users often struggle because of its **subpar spam detection capabilities**.

Many Freshdesk users have complained that the app doesn't allow them to automate the process of flagging spam emails. As a result, a lot of times Freshdesk creates new tickets for spam emails that teams have to close manually.



(About Freshdesk's spam detection)...What makes this so painful, is that you now have to go manually close and mark as spam those 2000+ tickets, delete 2000+ emails from your inboxes, and try and keep up with your legit ticket queue.

[Freshdesk review on Capterra](#)

Now, when it comes to Hiver, spam emails aren't a hassle. This is because, by default, Gmail has solid [spam filters](#) that **automatically scan all incoming emails and send detected spam messages** to the spam folder. You also have the option of customizing spam filter settings.

Other ways in which Hiver keeps your team efficient and organized is by allowing you to:

- ✔ Auto-assign tasks to the right team members;

Set up conditional email assignments. For example, you can set up an automation that routes all emails with the
- ✔ keyword "payments" to someone from the finance department;
- ✔ Tag emails by type or priority;
- ✔ Automatically close emails that don't need your attention (learn more about [Harvey, our AI bot](#)).



Hiver will make teamwork 100% easier and more efficient. It will assign every incoming email to the person in charge. This helps us have a more organized shared box and also lets us supervise the email flow from our colleagues. Last but not least, Hiver gives us the opportunity to prioritize whatever is important for the team and allows us to "Close" every task that no longer needs our attention.

[*Hiver review on Capterra*](#)



Highly efficient, organized, and easy to learn and set up for the team. Ensures emails get auto-assigned correctly, and there is no need to have different tabs open.

[*Hiver review on G2*](#)

In a nutshell – Hiver vs Freshdesk user ratings

If you're still deliberating between the two tools, here are actual customer ratings that'll show you how Hiver fares better than Freshdesk in a variety of aspects – right from customer support to feature quality:

Features	Hiver	Freshdesk
Quality of support	9.3	8.8
Good partner in doing business	9.3	8.8
Product Direction (% Positive)	9.0	8.6
Response Automation	9.0	8.5
Ticket Collaboration	9.0	8.6
Integrations	8.4	8.2
Reporting	8.5	7.8
Chat/Live Support	8.7	8.5
Customization	8.5	8.0
Dashboards	8.5	8.2

Source: G2

See how companies are delivering brilliant customer service with Hiver

Check out some inspiring stories of how some of our customers have turned their customer service quality around since implementing Hiver.

1. itGenius delivers human customer service with Hiver

itGenius is a Google Workspace services consultancy based in Sydney, Australia.

They were on the lookout for a solution to help their team manage emails better and assist customers faster.

Initially, the team implemented Zendesk but quickly realised that it was far too “clunky and impersonal”.

They decided to switch to Hiver, and things changed for the better. Hiver helps the itGenius team manage customer emails effectively and build genuine relationships with them.



Hiver helps us have natural conversations with customers. It's so much better than the "here's your ticket number—stand in line" model we had before.



Scott Gellatly

General Manager, itGenius

[Read the case study >](#)

2. Get It Made improved efficiency by 250% with Hiver

Get It Made is a UK-based manufacturing-as-a-service company.

They wanted a solution to streamline their email management which started to go out of hand as the company began to grow. They started missing emails, saw duplication of tasks, and had to constantly check with one another to understand who was working on what.

After deliberating between Hiver, Front, Gmelius, and Drag, they decided to go with Hiver because it was Gmail-based and, thus, the easiest to adapt to.

Since implementing Hiver, the team has seen a 250% increase in efficiency, a 25% increase in response times and a 33% increase in the number of emails sent and received.



The UK manufacturing industry can sometimes have a reputation for being slow and difficult to communicate with. Hiver has allowed us to break this stereotype and customers have described us as a 'breath of fresh air' with our excellent customer service.



Fin Brown
Project Manager, Get It Made

[Read the case study >](#)

3. Oxford Business Group saw a 50% improvement in their Average Resolution Time with Hiver

Oxford Business Group is a research firm that specializes in gathering business intelligence about emerging global markets.

Their Field Operations team used Outlook to manage all business emails, but they started to find it challenging to keep track of each other's tasks and, as a result, could not respond to emails on time.

They switched to Kayako with the hope that they'll be able to manage emails effectively, but the tool turned out confusing and complex.

That's when they switched to Hiver and could adapt to it in no time. Efficient email management and improved collaboration resulted in better customer service.

They saw a 60% improvement in Average First Response Time, a 50% improvement in Average Resolution Time and a 100% SLA completion rate.



Hiver is a very friendly tool. As it sits inside Gmail, it doesn't give you an alien feel. Assigning and composing emails is straightforward. And it does away with the complexities of a ticketing system. Everything about it is so simple.



Christian Sibayan

Manager - Field Operations and Systems, Oxford Business Group

[Read the case study >](#)

Hiver – The **fresher** choice for a helpdesk

When it comes to technology, we genuinely believe that simpler is always better.

Hiver is the world's first customer service software exclusively built for Google Workspace. Even though it comes with various cutting-edge helpdesk features, we've worked hard to ensure that it never overwhelms or complicates teams' lives. It's clean, intuitive, and a breeze to use.

Hiver helps support teams using Google Workspace supercharge their customer service processes. If your team is looking for a multi-channel helpdesk designed to nurture meaningful customer relationships, then Hiver is meant for you.

Hiver lets you support your customers via email and chat without needing to leave Gmail's familiar interface. You can even let your customers self-serve with our knowledge base.

Still not sold?

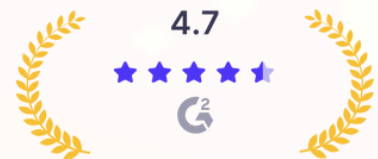
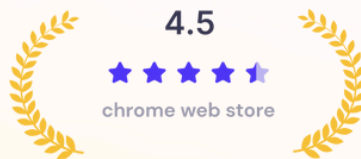
[Schedule a demo today](#) or [sign up for a free trial](#) to see it all in real-time.



Join the 8000+ teams that use Hiver to deliver brilliant customer service

[SIGN UP FOR FREE TRIAL](#)

[REQUEST A DEMO](#)



Or, get in touch with us at

 support@hiverhq.com

Suite 203, 2880 Zanker Rd, San Jose 95134

hiverhq.com