



Hiver vs Help Scout

Reasons, Reviews, and Ratings



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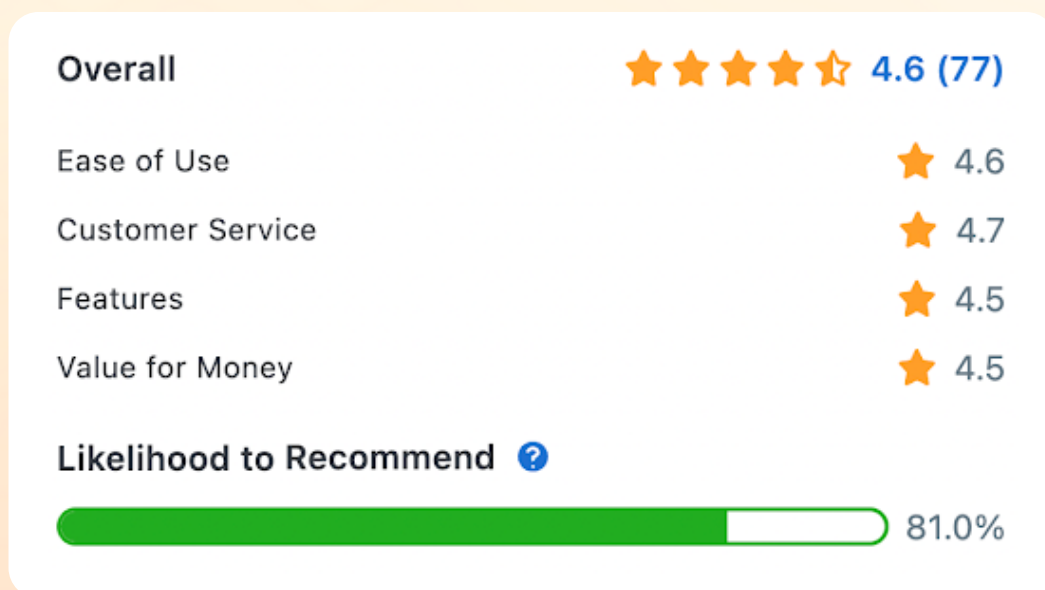
Introduction

Helping customers effectively is key to forging long-term loyalty and business growth.

At Hiver, we believe that supporting customers should be easy, effortless and human. It should enable companies to not just 'close tickets' but also build long-lasting relationships.

Today, **8000+ teams** worldwide use Hiver to communicate with their customers because of this very reason - **we simplify and 'humanize' customer support.**

We're not the only ones saying this. Here's what our customers think:



| Comparison | Hiver | Help Scout |
|--|--|--|
| <p>Best vs Good value for money</p> | <p>✔ Create unlimited shared inboxes in our Pro and Elite plans. Mid-tier plan has critical features like SLAs and in-depth reporting.</p> | <p>✘ Tad bit expensive. Can create only 2 shared inboxes in the basic plan. Reporting is limited in its mid-tier plan. No SLA feature.</p> |
| <p>Human vs Inhuman customer support</p> | <p>✔ Human-to-human conversations. All replies go from the assigned agent's personal email ID.</p> | <p>✘ Superficial way to do customer communication. Agent responses are sent from group emails.</p> |
| <p>World-class vs Satisfactory email support</p> | <p>✔ Email assignments, templates, tags, notes, and more, make email management simpler.</p> | <p>✘ Email management is not straightforward. No way to merge tickets. Notes lack efficiency.</p> |
| <p>Focused vs Distracted support team</p> | <p>✔ Smooth automation tackles manual work. Close conversations with Harvey, auto-assign queries, auto-categorize queries with tags.</p> | <p>✘ Automation is not robust like Hiver. Users complain about responding to wrong customer emails, owing to its in-built automation.</p> |
| <p>Seamless vs Confusing team collaboration</p> | <p>✔ Internal collaboration is a breeze. Separates external and internal communication. Hiver Notes improves collaboration.</p> | <p>✘ Internal and external conversations overlap. Chances of agents wrongly sending messages to a customer instead of a team member.</p> |
| <p>Detailed vs Limited customer service metrics</p> | <p>✔ Analytics and reporting are detailed. You get deep, actionable insights. Measure what matters through multiple reports.</p> | <p>✘ Reporting feature is complicated, and you get limited insights. Reporting is possible only for a few key functions.</p> |

| | | |
|---|---|--|
| <p>Evaluating vs Ignoring customer support standards</p> | <p>✓ Teams can configure and manage SLAs easily. Customize SLAs based on business needs.</p> | <p>✗ Doesn't allow to create SLAs. This makes it hard to establish accountability.</p> |
| <p>Instant vs Delayed resolutions</p> | <p>✓ Live Chat works within Gmail. Centralized analytics dashboard to track basic and advanced metrics.</p> | <p>✗ Live Chat lacks fundamental analytics. Basic metrics such as live chat duration can't be tracked.</p> |
| <p>Round-the-clock vs Sporadic support</p> | <p>✓ Quick, efficient support. Our support team is available 24*7, for all customers, across all plans.</p> | <p>✗ Offers 24*6 support. Phone call-back option that Hiver offers for elite plans isn't available on Help Scout.</p> |
| <p>Efficient vs Ineffective self-service</p> | <p>✓ Add and edit self-help articles with ease on our Knowledge Base. Customize as per your brand guidelines.</p> | <p>✗ Simple actions like undoing or redoing edits to articles are difficult in the Knowledge Base. Brand customization is limited.</p> |
| <p>Easy vs Difficult for support teams</p> | <p>✓ Hiver works inside Gmail, offering a familiar interface. Training is minimal.</p> | <p>✗ Complicated interface and challenging to navigate. Extensive training is a must.</p> |

Hiver versus Help Scout – Let’s understand in detail



1. Offering the **best vs good** value for money

Cost is a very important factor when assessing and comparing business software.

Does the tool fit your budget? Is it good value for money? Are there any hidden costs or extra charges for specific features?

Both Hiver and Help Scout is transparent and has no hidden charges. Here’s what it looks like:

You’ll pay **40%** lesser in Hiver, as compared to Help Scout

| Must-Have Features | Helpdesk | Small + Medium Teams (25 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 |  hiver | \$4,500/year | \$23,400/year |
| |  Help Scout | \$6000/year | \$39000/year |
| | Annual Savings | 25% | 40% |

Hiver | Annual Price Chart

| | | |
|---|---|--|
| Lite | Pro | Elite |
| \$15 / user / month | \$39 / user / month | \$59 / user / month |
| All the essential tools for getting started with customer service | SLAs, CSAT and rich visual analytics to help you deliver outstanding customer service | Custom access control, round robin assignment and uptime SLA for delivering customer delight |

[Know the features included in Hiver's price chart >](#)

In Help Scout, each plan includes a limited number of mailboxes – 2 mailboxes in the Standard plan, 5 in the Plus plan, and 25 in the Pro plan. In order to add additional mailboxes, you have to spend \$10 per month per mailbox.

Whereas in Hiver, you get 2 shared email inboxes in its Lite plan, and **unlimited mailboxes** in its Pro and Elite plans.

While both Hiver and Help Scout offer free trials, you'll notice that Help Scout is a tad bit more expensive. But that's not all.

Help Scout offers access to unlimited reports in its mid-tier plan, but the insights you derive from them can be limited. Hiver's mid-tier plan, on the other hand, is not only less expensive but comes with critical customer support features such as **SLAs** and **in-depth reporting**.

2. Delivering **human vs impersonal** customer support

Let's say, Cindy - a customer of yours - reaches out to your support team via email (help@companyname.com).

You assign this email to Jack from your team. Jack replies to Cindy saying they'll get back within a day. Everything seems fine, right? Except the only catch being Jack's response is sent from help@yourcompanyname.com. **And not from his personal work email.**

Cindy receives that email and is left wondering whether it's an automated response or if it's coming from an actual person.

But, does this even matter? Yes!

Customers today prefer to interact with an actual person when they contact your business. They want to know that they are being heard.

Hiver's survey noted that about **40% of consumers are frustrated with automated responses from a bot**, as they aren't able to relate to their issues.

But when you use a customer service tool like Help Scout, agent responses are sent from group emails such as support@companyname.com, or help@companyname.com. It's a very superficial way to do customer communication.

Hiver, on the other hand, enables human-to-human conversations to the fullest extent. After a customer email is assigned to an agent, all replies go from the agent's personal email ID.

By doing this, it becomes easier for the agent to build a rapport with the customer, and truly empathize with them.

3. Offering **world-class vs satisfactory** email support

If you think about how most companies do email customer support, it's by using dedicated group emails such as support@companyname.com or help@companyname.com.

But problems arise when they aren't able to:

- ✓ Create a process where every email query is assigned to a support rep.

- ✔ Ensure support reps are able to easily discuss queries and ask for help when needed.
- ✔ Build email workflows that enable the team to work at maximum efficiency.

Help Scout addresses some of these issues. For instance, you can assign emails, build automated workflows, and even share private notes (to discuss and get help on customer queries).

But there are shortcomings. Help Scout **doesn't offer features that are extremely critical for support teams** – such as SLAs, and comprehensive reporting (*more on this later*). Even the way it enables internal collaboration is not straightforward:



"You can't make a note/reply and keep the ticket open; you have to re-open it."

[Help Scout customer review on Software Advice](#)

On the other hand, companies love managing email support using Hiver. That's because Hiver offers all the fundamental requirements for delivering great customer experiences.

- ✓ Email assignment to ensure support reps know what they're working on
- ✓ Tags to segregate and prioritize emails
- ✓ 360-degree visibility into everyday tasks
- ✓ Powerful automation, SLAs, and comprehensive reporting
- ✓ Email templates to provide faster responses



"With Hiver, I have much better visibility into where an issue is on the resolution path. And we've stopped missing emails. It is essentially like having an additional person on my team."



Nathan Strang

Ocean Freight Operations Manager, Flexport

[Read the case study >](#)

4. Keeping your team **focused** vs **distracted**

Customer support teams do a fair bit of grunt work on a daily basis. For instance, manually assigning all invoice-related queries to a particular support rep. Or responding to multiple customers with “*Thank you, we’ll get back to you soon*” type messages.

A customer service platform helps automate such repetitive work.

While Help Scout surely does this, it’s not without glitches. Some Help Scout users have complained that owing to its in-built automation, **they end up responding to the wrong customer emails.**

A mistake like this can put your company’s reputation at stake.



“The original automated format would change tickets for me and on my first tries, I ended up responding to the wrong tickets or closing the wrong tickets.”

[Help Scout customer review on Capterra](#)

Meanwhile, Hiver offers a wide range of automation that can help your team tackle different types of manual work.

Auto-assign queries based on conditions

Assign emails automatically to team members based on specific conditions. For instance, queries containing the word 'Payment' in the subject line or email body can be assigned to someone from finance.

Auto-assign queries in a pre-determined order

Hiver also lets you assign emails in a round-robin format amongst your team. This ensures workload is equally distributed.



"Earlier, we were expending a lot of time and energy in manually checking every customer email. With Hiver, we've been able to get rid of this sunk cost associated with 'time' and remove the anxiety around who's going to respond to what. Now, we clearly know which emails are assigned to each one of us and we're replying to them in a timely fashion."



Arthur Bekermen
COO, iQ Food Co.

Auto-categorize queries with tags

Organize and categorize email queries with ZERO manual effort – by defining certain conditions. For instance, all queries that have ‘product’ or ‘bug’ in the subject line or email body can be automatically bucketed under the ‘TECH’ tag.

Leverage our AI bot to work smartly

Spending too much time and effort in ‘closing’ customer conversations? Our AI assistant, Harvey, has got you covered. One of the really cool things about Harvey is that it intelligently closes conversations that get reopened due to non-actionable ‘Thank you’ responses. Harvey also provides recommendations on what email template you can use – based on the nature of the query – while communicating with customers.

5. Enabling seamless vs chaotic team collaboration

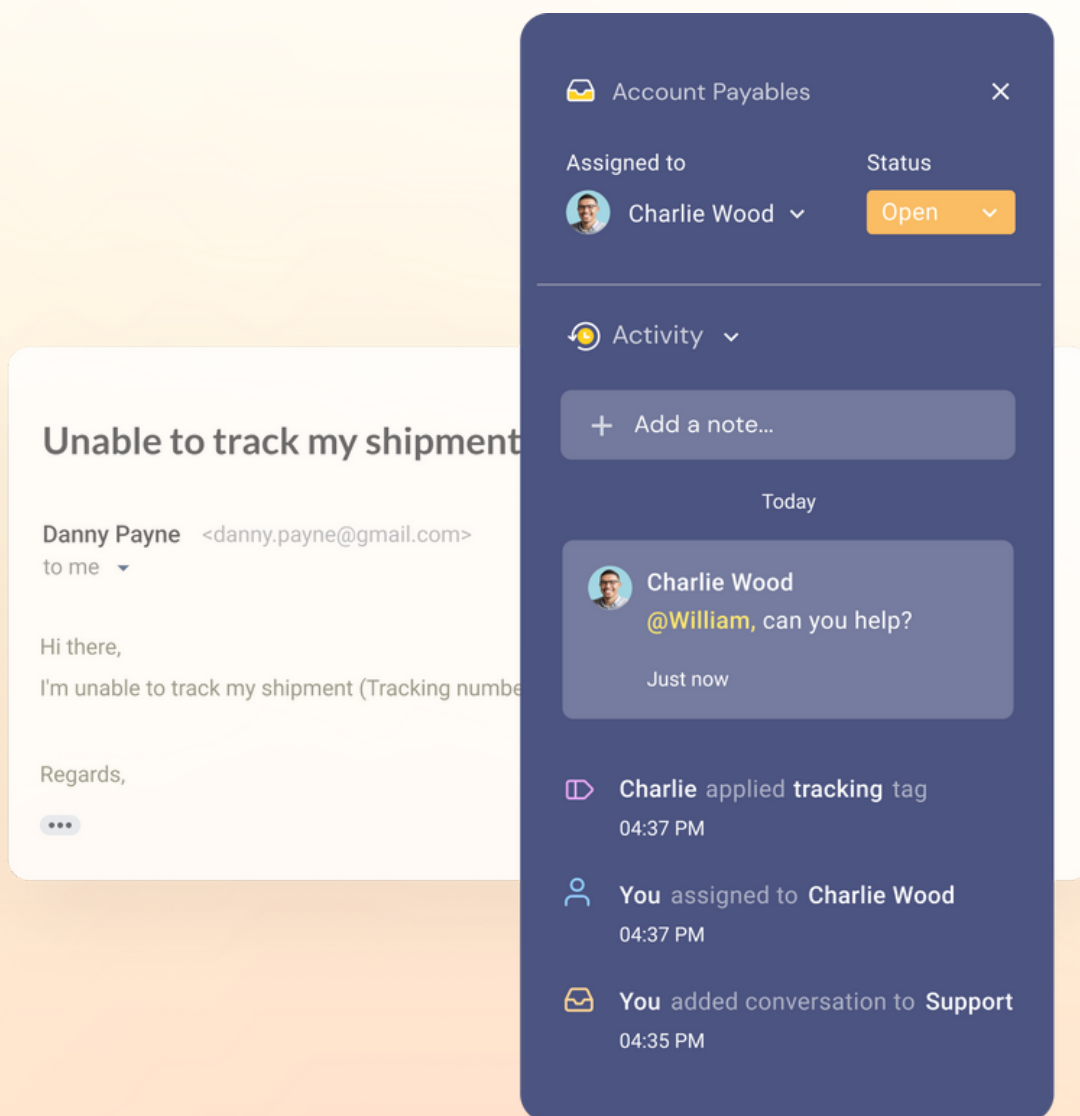
Collaboration is key to providing great customer support. We’re sure your agents would, sometimes, reach out to senior folks in the team for help on queries.

A robust customer service platform enables efficient collaboration. But, one of the biggest drawbacks of Help Scout is that **internal and external conversations overlap**. Imagine how chaotic this can get.

There's a good chance that one of your agents sends a message – meant for their colleague – to a customer, by mistake. Now, that's a faux pas you'd want to avoid.

With Hiver, internal collaboration is a breeze. For starters, the platform clearly separates external and internal communication.

All internal conversations happen right beside the email thread, in a separate **Note** section like this:



This makes life so much easier for support teams. Agents can **simply use the @mention to tag a colleague and leave a note.** It's an extremely efficient way of providing context and having internal discussions on queries.



"Because of Hiver, I don't have to worry about my staff not knowing how to respond to complex client queries. They can just @me in the Notes and I can share my ideas and suggestions with them."



Brittany Turner
Founder, Countless

6. Measuring **detailed vs limited** customer service metrics

Accurate, in-depth reporting is crucial to improve your customer support team's efficiency. It helps you proactively identify and fix bottlenecks in your support processes.

But this can happen only if you're able to accurately measure what matters to you and your team. Something that's not always possible with Help Scout.

Users have often complained that its reporting feature is **complicated and limiting in terms of the insights it offers**. To give you an idea, reporting in Help Scout is only possible for a few key functions such as support channels, busiest hours, and trending topics among customers.

In analytics and reporting, few customer service tools can match what Hiver offers. Check out some of the reports you can get with Hiver:

Conversation Reports

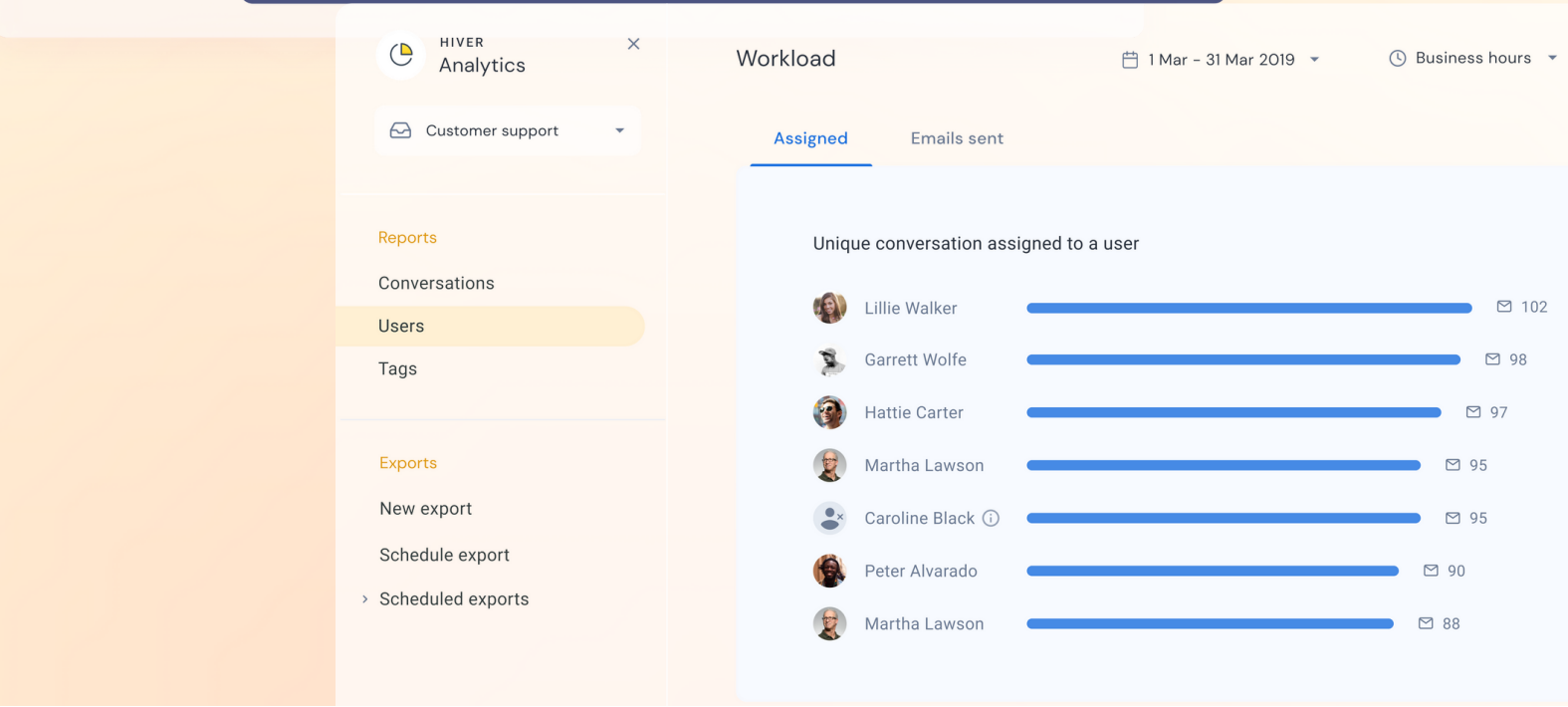
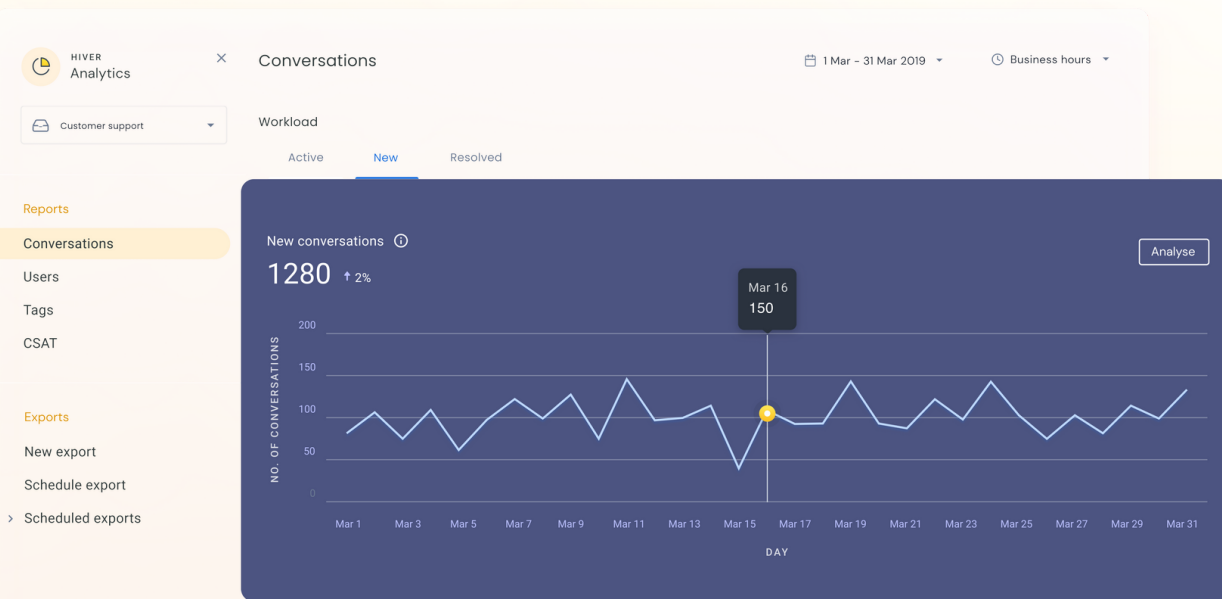
Get a complete picture of the number of unique conversations with customers, individual turnaround time, average resolution time, and more.

User Reports

Track all aspects of every team member's performance – this helps you determine who is performing well and who needs help.

CSAT Reports

Find out how many customers are satisfied and dissatisfied with your service. Map dissatisfied customers to specific types of queries, or team members who handled these queries – in order to truly understand how to improve their experience.



But here's the best part. We understand that different support teams would track different numbers and metrics. This is why we have **Custom Reports** – it allows you to easily create, customize, and save reports on **aspects of support performance that matter TO YOU.**

So, for instance, if you'd like to know what the average resolution time is for all customer conversations assigned to Jack and tagged as a *priority*, you can create this in a few clicks.

In fact, customers love our reporting feature because of this very same reason – you get **deep, actionable insights.**



"As the General Manager, Analytics is where I spend my time and love that part of the platform. The average time to respond to emails and CSAT are critical reports for us and Hiver presents them beautifully. I love how these metrics are tracked over time so I can align drops in either of them."



Scott Gellatly
General Manager, itGenius

[Read the case study >](#)

7. Evaluating vs ignoring customer support standards

Do you know those pizza joints which promise to deliver food within 30 minutes? And if they don't, you get a free meal?

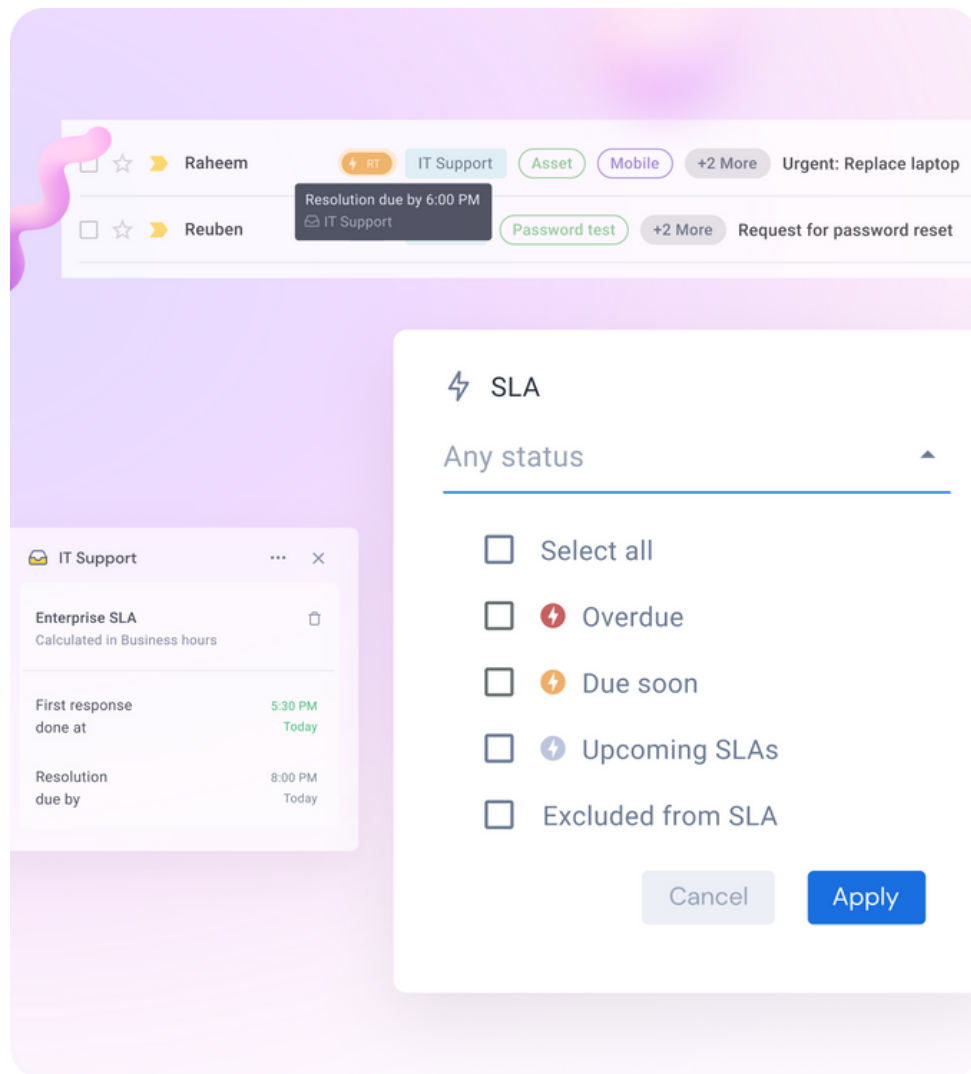
If you'd noticed, these brands set clear expectations with their customers.

Or as those working in customer support would like to call them – **SLAs**.

SLAs are important because not only does it set clear expectations but it helps hold your customer support to a certain standard.

Unfortunately, **Help Scout doesn't allow you to create SLAs**. And when there are no SLAs, it's hard to establish accountability. Everything becomes a little more chaotic.

On the other hand, one of the biggest advantages of Hiver is that it helps teams configure and manage SLAs easily.



And beyond just helping to create SLAs, Hiver allows you to go a level deeper and truly customize them based on your business needs. You get to:

- ✔ Set up different SLAs for different types of queries. For example, all customer emails tagged as '*priority*' can have an SLA of 1 hour.
- ✔ Notify relevant stakeholders BEFORE an SLA violation is about to happen.
- ✔ Create and manage SLAs based on your team's business hours.

8. Offering **instant vs delayed resolutions**

Customers today want fast resolutions. It's no surprise then that 63% of customers prefer to contact a business via live chat for help.

Most customer service platforms offer the option of live chat. In Help Scout, this goes by the name of Beacon. The feature does a satisfactory job of helping support teams engage with website visitors but **lacks some integrations and fundamental analytics**.

For example, basic metrics such as the duration of a live chat can't be tracked on Help Scout.



"A better or more thorough live chat and phone integration would be great. Help Scout does have a live chat integration, but if you're looking for tracking call length, live chat length, or some of the other nifty metrics in one central place, you'll need to use Excel or a Google Sheet. Or use everyone's API to feed into your own system."

[Help Scout customer review on G2](#)

Hiver's live chat is more suited for customer support teams. Since it works within Gmail, **agents don't have to spend hours of time and effort** getting trained to use it. Here are some of the top benefits of using Hiver to deliver chat support:

- ✓ Assign customer chats to team members in just a few clicks.
- ✓ Leverage chat templates to enable your team to respond faster to recurring queries.
- ✓ Team members can share chat history – in cases where they need help from a colleague or manager on a query.
- ✓ Get alerted when team members don't take up a customer chat within a specified time period.



"Hiver Chat has allowed us to deploy support access on our website and within Google Sheets. Its flexibility and its integrations have enhanced our customer support experience and internal workflows."



Edward Darrah

Co-Founder, Flourish Healthcare

9. Providing **round-the-clock vs sporadic support**

Imagine you receive a few time-sensitive customer queries. But, your customer service tool is acting up, because of which your team isn't able to work on these requests.

In such a scenario, you'd want to get this issue fixed by your customer service software vendor as soon as possible.

But what if getting support from your vendor is painstaking? What if you don't hear back from them for a day or two?

If you're using Hiver, you don't have to worry about it. **We pride ourselves on delivering quick, efficient support.** This is one of the main reasons our customers love us.



"The support that you get with Hiver is second to none. I sent them an email when I arrived at work at 8 am, and within 10 minutes, I received a reply, and someone had already resolved the problem!"



Bobby G

Desktop Support Engineer, BCA

- ✓ **Hiver's support team is available 24*7**, for all customers ACROSS ALL PLANS.
- ✓ **Our first call resolution rate is 88%**, exceeding the industry average of 40%
- ✓ **Our average chat response time is 13 seconds**; nearly 3x faster than the industry average of 45 seconds
- ✓ We have a **95% CSAT score**, ahead of an industry average of 92%
- ✓ Hiver has a **phone call-back option for elite plans**. That's missing in Help Scout.

Help Scout's customer support is quite commendable too. You can see that many of their customers praise them for their support quality.

However, there are a few caveats. Firstly, they **only offer 24*6 support**. Secondly, the **phone call-back option that Hiver offers for elite plans isn't available** on Help Scout.

10. Empowering **efficient vs ineffective** self-service

A knowledge base serves two main purposes: it enables self-service (customers can look for answers themselves) and it helps reduce the volume of queries your agents manage.

Most customer service tools today come with a knowledge base builder. Help Scout, for instance, helps you set up both internal and external knowledge base portals. But it has issues.

Users often complain about how **simple actions such as undoing or redoing edits to articles are difficult**. The whole point of having a knowledge base is to make your team's life easier. But with Help Scout, it looks like more work.

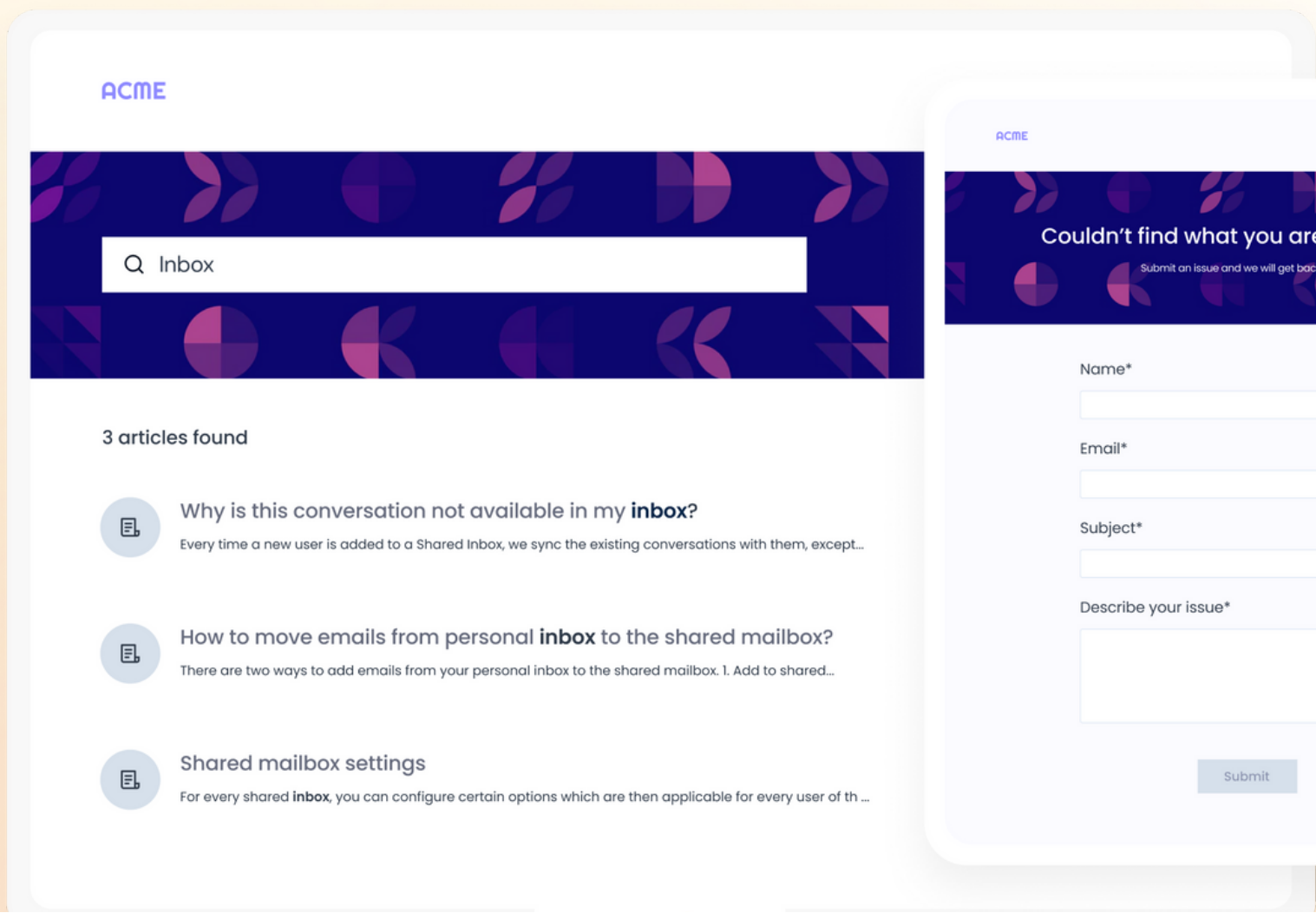


"My biggest complaint is in the Docs editor, which is outdated and lacks features like undo/redo. If you try to use the browser keyboard shortcut for undo, it can cause unforeseen issues. The organizational structure in Docs is also a little lacking."

[Help Scout customer review on G2](#)

In stark contrast, **Hiver's Knowledge Base** helps you do all the fundamental things really well. You can:

- ✓ Add and edit FAQs with ease.
- ✓ **Organize FAQs into distinct categories.** For instance, all finance-related questions can fall under the payment category.
- ✓ **Customize your knowledge base design** based on your brand guidelines.
- ✓ **Add custom widgets to your knowledge base.** For instance, you can add a chat widget. This is useful when customers can't find the answer and want to get in touch with an agent.



11. Making your support team's life **easy vs difficult**

Most business software comes with its own interface, terminologies, workflows, and whatnot. Help Scout is no different.

It has a complicated interface, which can be confusing to navigate for support agents. Extensive training is a must before teams can start working on the platform.



"I would like the Forward feature to be more sophisticated as it is in Gmail (i.e. automatically includes attachments, deletes part of the thread for confidentiality purposes, and edit the recipients.)"

[Help Scout customer review on G2](#)

Ideally speaking, you'd want to invest in tools that aren't hard work. That's where Hiver comes in.

Hiver is a **customer service platform that works inside Gmail**. What we mean by that is Hiver fits intuitively within Gmail's native interface.

This makes a world of difference. Onboarding your support team - irrespective of their size - becomes easier. Training is minimal. Your team can start using the platform right from day one.

Another advantage is that they won't have to constantly keep switching between their inbox and their customer service tool. **Everything happens inside Gmail.**



"Hiver is simple and no-fuss. We were able to hit the ground running from day 1, and the customer service is fantastic."



Luke Thompson

Co-owner, Visiting Angels - Wisconsin

[Read the case study >](#)

Our customers love how they can turn their Gmail inbox into a **powerful, collaborative customer service platform at an affordable price**, using Hiver.











"Hiver integrates with Gmail right in your inbox so you don't need to have multiple windows and apps open at the same time. It's all in one place and it's affordable!"

[Hiver customer review on G2](#)

Hiver vs Help Scout: Review Comparison

Here's a quantitative comparison between Hiver and HelpScout, and how these two platforms fare against each other on specific features.

| | | | |
|--|--|--|--|
|  hiver | 4.7  | 4.7  | 4.7  |
|  Help Scout | 4.7  | 4.7  | 4.4  |

Reviewer Ratings: Hiver vs Help Scout

| Features | Hiver | Help Scout |
|--------------------------------|------------|------------|
| Quality of support | 9.3 | 9.0 |
| Good partner in doing business | 9.3 | 9.1 |
| Product Direction (% Positive) | 9.0 | 8.1 |
| Response Automation | 9.0 | 8.6 |
| Ticket Collaboration | 9.0 | 8.9 |
| Assignments and Tasks | 9.3 | 8.9 |
| Integrations | 9.0 | 8.9 |
| Performance Tracking | 8.7 | 8.4 |
| Chat/Live Support | 8.7 | 7.7 |
| Customization | 8.3 | 7.9 |
| Dashboards | 8.6 | 8.3 |

Source: G2

Hiver > Help Scout

In conclusion, it's fair to say that **Hiver edges out Help Scout on several fronts.**

While Help Scout does help support teams manage queries, Hiver does it in a more seamless, and efficient manner.

The very same is reflected in most reviews, testimonials, and ratings.

What's even more exciting here is that Hiver is only going to get better. We're adding **more channels (such as phone customer support and social media) and more integrations.**

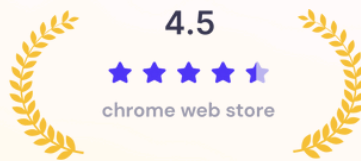
Hiver is going truly omni-channel.



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

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