




How to elevate

Customer Service in 7 Days

Need help with billing 😊 Neutral

 Sarah Thompson
saraht@cssolutions.com

Hi there,

We're facing some financial challenges—any chance you could offer a discount on our subscription?

Hey Sarah,







Thanks for reaching out. I'm sorry to hear about your financial challenges — we'd be happy to offer you a 10% discount on your subscription.


For reference, your Claim ID is AIX7890.


Let me know if there's anything else I can assist you with.

Send 🌟 AI Compose

🌟 AI Summarizer

 Support ⋮

Assigned to  John ▼ Status Open ▼

🏷 Tag Urgent 🌟 Billing

Claim ID 🌟

AIX7890

+ Add a note...

🏷 Urgent tag applied by automation

👤 Assigned to John by automation

Table of Contents

01

When You Realize You Need a Dedicated Help Desk

02

But Helpdesks Start Creating More Problems Than They Solve

03

The Fix? A Setup That Fits the Way Your Team Works

04

The 7-day Playbook to Elevate Customer Service

05

Connect All Support Channels (Day 1)

06

Automate the Busywork (Day 2-3)

07

Set SLAs So Customers Aren't Left Hanging (Day 3-4)

08

Connect Your Tools, Unify Your Support (Day 4-5)

09

Scale Smarter with AI that is *actually* useful (Day 5-6)

10

Track Performance Without the Headaches (Day 6-7 and beyond)



The Tipping Point:

When You Realize You Need a Dedicated Help Desk

Customers today don't wait.

They expect quick answers on chat, 24/7 availability, and the freedom to message you on WhatsApp, Instagram, or wherever they already are. Many even prefer helping themselves through a knowledge base.

But most support teams don't begin there. They start with what feels manageable: a shared inbox. One address, like support@ or info@, that everyone logs into. For a while, it works. Messages get answered, problems get solved.

Then growth kicks in. More customers, more queries, more channels. Suddenly:

- Conversations lack clear ownership
- Agents reply twice to the same issue
- Critical messages get buried
- Collaboration becomes tricky. Context gets buried in forwards, CCs, Slack, or third-party apps.
- Time goes into firefighting, not helping customers

That's when businesses realize the truth: email isn't enough. To scale support and meet rising expectations, you need a system built for it—a helpdesk.



But Helpdesks Start Creating More Problems Than They Solve

At first, switching to a helpdesk feels like the right move. You get queues, automations, and dashboards. Finally, some order in the chaos.

But reality catches up fast. Teams quickly discover that the very tools meant to simplify support often create new headaches:



Complex setup

Days, sometimes weeks, disappear into configuring workflows, setting up permissions, and customizing views. All before a single customer query is resolved.



Steep learning curve

What used to be a simple email now demands weeks of training. Agents spend more time learning the system than helping customers.



Rigid controls

Even basic changes, like adjusting a workflow or adding a new teammate, require admin access or a dedicated system owner. Flexibility is sacrificed.



Poor vendor support

Companies that sell “customer support software” often fail at their own support. Response times drag on, onboarding questions go unanswered, and urgent tickets sit in limbo.

H

H Helpdesk

Is everything okay?



You

It's not you...

It's your 4-week onboarding, 12-click workflows, and UI from 2009



The Fix?

A Setup That Fits the Way Your Team Works

Traditional helpdesks force you to adapt to their complexity—long setups, endless training, and constant admin work just to stay afloat. But support teams don't need another layer of friction. They need a system that actually makes serving customers easier.

That's where Hiver comes in, as a breath of fresh air.

[Hiver](#) is a modern, AI customer service platform that is unlike most software in this category. For starters, it gives your team a clean, intuitive workspace that feels familiar and is easy to learn.

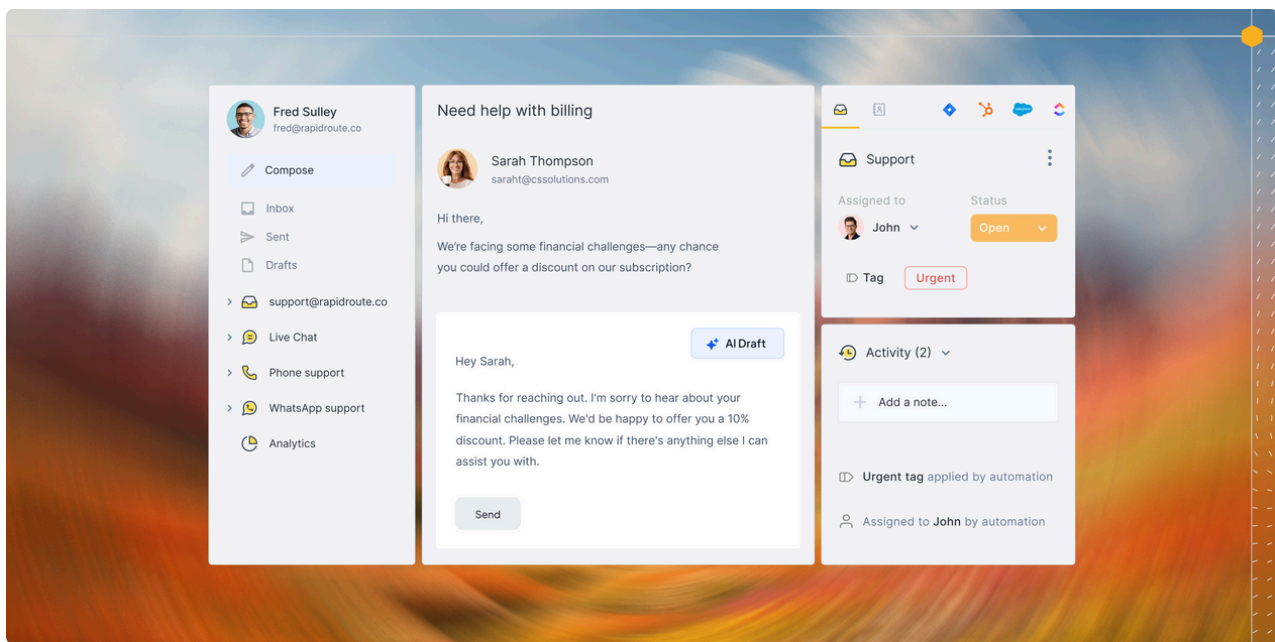
Setting up doesn't take more than 15 minutes. You can't say that about Zendesk, Freshdesk, or Intercom.

But that's not all.

Hiver combines this ease of use with powerful functionalities. Teams can manage email, chat, WhatsApp, voice, SMS, Facebook, Instagram, and more from a unified interface.

Every incoming customer conversation can be assigned (manually or automatically) and tracked till the point of resolution.

You can use notes, @mentions, and shared drafts to discuss requests internally, hand off tickets to other departments, and get your responses reviewed before sending them to customers.



The platform also offers some pretty powerful AI features, which help automate all the busy work. Using AI, you can:

- **Respond instantly** to common, repetitive questions
- **Triage and route requests** to the right person automatically
- **Extract key details** from conversations for faster context
- **Keep external systems up to date** without manual effort

And that's what makes Hiver simple to start and fast to scale:

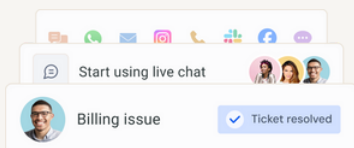
- **It can be set up in minutes**, not months. So you start helping customers right away instead of wading through admin guides.
- **It's powerful yet easy to use.** It feels familiar, so teams pick it up fast and stay in control of their work.
- **Workflows can be tailored to fit your process.** Flexible and customizable automations to fit your needs, not the other way around.
- **AI is foundational across all channels.** It tags intent, sets priority, routes to the right owner, drafts with real customer context, not guesswork.

The 7-day Playbook to Elevate Customer Service

FIRST 10 MINUTES

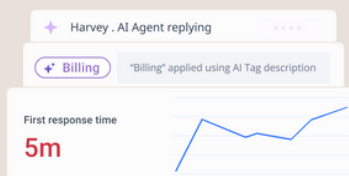
DAY 1

DAY 7



Get Started

- ✓ Connect all customer service channels in 10 minutes.
- ✓ Set up knowledge base
- ✓ Resolve your first conversation



Become a power-user

- ✓ Set up rules to route & tag messages
- ✓ Use Hiver AI to deflect and respond
- ✓ Analyze metrics to improve

+100 FTE HRS SAVED

↑ 2X PRODUCTIVITY

⌚ 50% RESOLUTION TIME

Eliminate the busy work

- ✓ Save 100+ FTE hrs with AI
- ✓ Improve productivity by up to 2x
- ✓ Cut down resolution times by 50%

Timeline	What You Do	Why It Matters
Get started by connecting your support channels in under 10 minutes (Day 1)	<ul style="list-style-type: none"> • Connect email, chat, WhatsApp, voice, SMS, Facebook, Instagram, and more • Assign, track, and resolve conversations across channels from a single interface • Collaborate using notes, @mentions, and shared drafts 	Go live fast without IT. Agents work from one place, avoid duplicate replies, and customers see quick wins from Day 1.
Automate the busywork (Day 2-3)	<ul style="list-style-type: none"> • Auto-route by channel, tag, or customer tier • Auto-tag intents (e.g., Billing, Login Issue) • Auto-close spam/thank-you replies • Use round-robin for fair workload distribution • Send auto-replies off-hours 	Less manual triage. Faster handoffs. Balanced workloads that keep queues moving without micromanaging.
Set SLAs & accountability (Day 3-4)	<ul style="list-style-type: none"> • Define SLA tiers (VIP = 1 hr, Standard = 24 hrs) • Add business hours/holidays • Enable proactive SLA breach alerts • Track SLA performance in reports 	Customers never wait in silence. Teams know exactly what to prioritize, and leaders see predictable service quality.

<p>Bring every app into the conversation (Day 4-5)</p>	<ul style="list-style-type: none"> • Connect apps like CRM, billing, commerce, and more (Salesforce, HubSpot, Shopify, NetSuite, Jira) • End the tab-hopping. View/update records inside Hiver 	<p>Data stays in sync across systems, replies are accurate, and workflows flow smoothly to the right owner.</p>
<p>Scale smarter with AI (Day 5-6)</p>	<ul style="list-style-type: none"> • Connect knowledge sources like help docs, FAQs, and websites to power AI agents and assistants. • AI Triage detects message intent for automatic tagging and routing • AI Sentiment detects tone and flags unhappy customers • AI Copilot drafts replies and suggests answers • AI Agents automate replies and auto-fills info • AI Insights surface risks early 	<p>Agents stop wasting time on busywork. Replies are faster, more empathetic, and customers feel heard—without hidden AI costs.</p>
<p>Measure & improve performance (Day 6-7 and beyond)</p>	<ul style="list-style-type: none"> • Track New Conversations, First Response Time, Resolution Time, SLA performance, Workload distribution, and CSAT • Build shareable dashboards for execs and weekly reviews • Rebalance staffing, add macros, update self-serve based on trends 	<p>You run support on insight, not instinct. Issues surface early, improvements stick, and leaders see progress at a glance.</p>



Here's How To Get Started

STEP 1

Connect All Support Channels (~10 minutes to 1 Day)

Adding channels shouldn't take weeks.

In Hiver, you can **connect email, chat, WhatsApp, voice, SMS, and social** in minutes and manage everything from one place.

From the very first 10 minutes, your team can:

- Centralize conversations from every channel
- Assign, track, and resolve queries with full context
- Deliver faster, more consistent responses without switching tools

Here's how Hiver makes it easy:

Live Chat

With Hiver, you can add a chat widget to your site in minutes, and your team replies directly from Hiver. There are no new tools, and there is no extra training. And before a rep even steps in, Hiver's AI can answer FAQs and surface help articles to deflect repetitive queries. That way, your team spends less time answering common questions and more time on what really needs attention.

Email

Still the #1 support channel (preferred by 77% of customers). Hiver transforms your generic addresses like support@ into a shared inbox where conversations can be assigned, tracked, and resolved with full context.

Voice & SMS

Through Hiver's telephony integrations, calls and texts flow into the same inbox where your team manages everything else. Each interaction is automatically logged with complete context, including call notes, recordings, and timestamps. So it's easy to follow up, track history, and never miss a beat.

Social Media

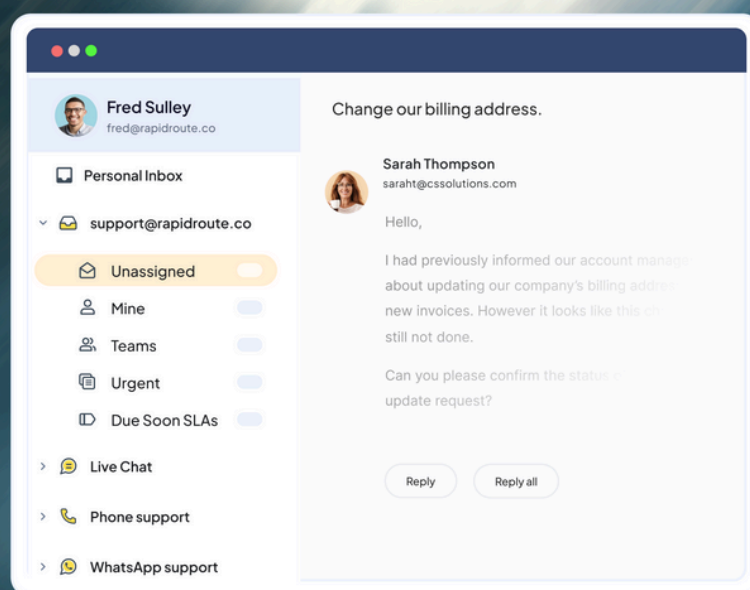
You can handle Facebook and Instagram DMs from the same inbox. That means faster replies, more consistency, and less risk of missing urgent queries.

WhatsApp

One of the fastest-growing support channels, but hard to manage at scale. With Hiver, WhatsApp conversations can be assigned, tagged, and tracked like tickets.

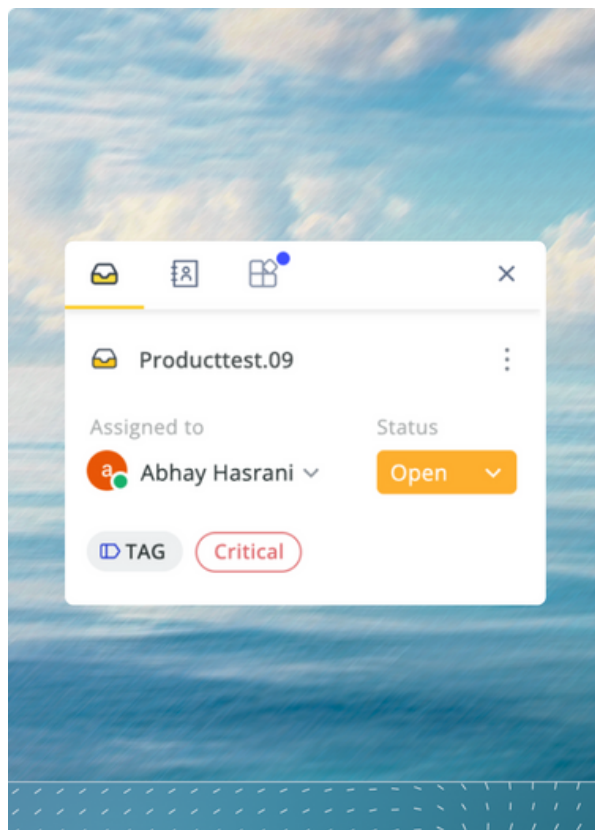
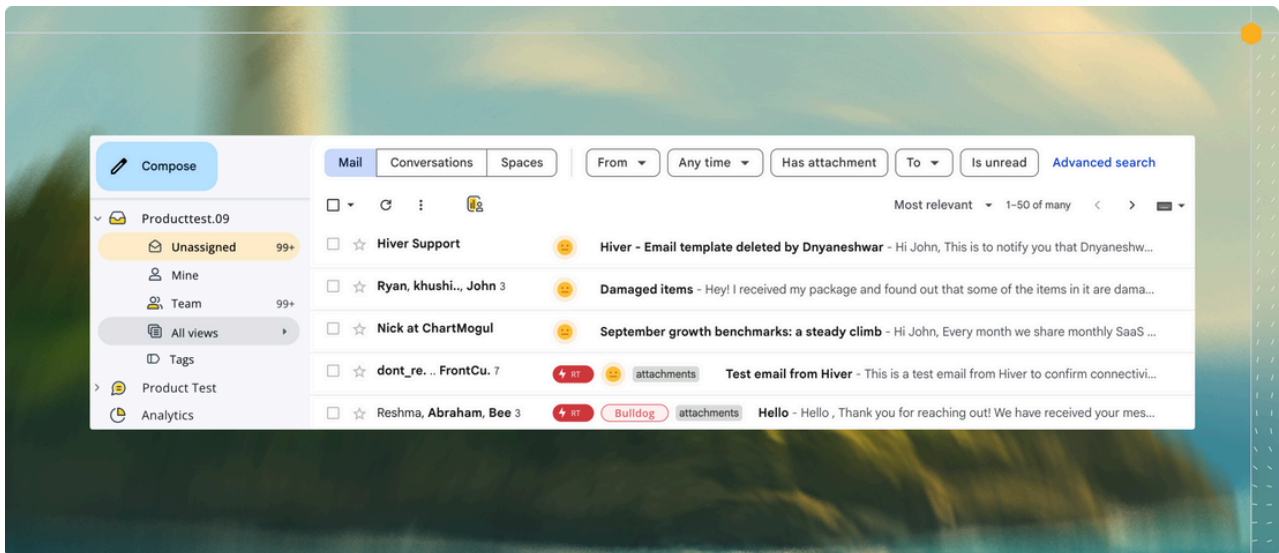
Let Customers Find Answers

The best support teams don't just resolve issues, they prevent them. Use Hiver to create a knowledge base where customers get instant answers, and agents spend less time replying to repeat questions. It's easy to update, search, and share; you can do that right from Hiver or live chat.



Assign, track, and resolve queries

Once your channels are connected, all incoming queries flow into a single **Unassigned section** in Hiver. This becomes the central queue for your team. Every new email, chat, or message lands here first. Nothing slips through the cracks, and everyone has visibility into what needs attention.



From here, conversations can be:

Assigned to individuals

Managers or teammates can quickly **delegate queries to the right person**. Ownership is clear from the start, so customers aren't left waiting.

Tracked in real time

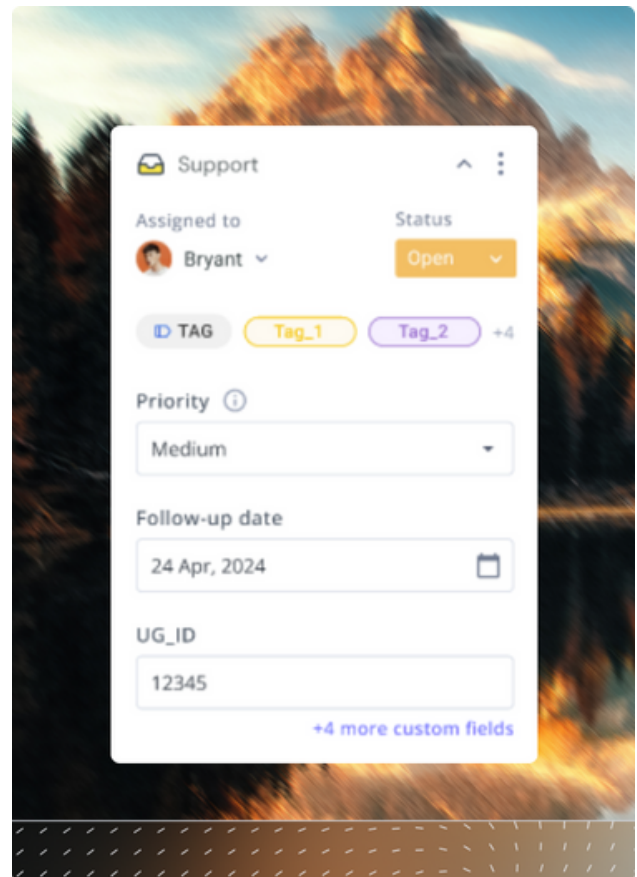
Each conversation carries a status (**open, pending, closed**), response history, and any internal notes. That makes it easy to see who's working on what and where things stand.

Resolved with context


Support staff **get complete context on the ticket** without having to switch between multiple tools.

Organized with custom fields

Add granular details like due date, priority, type of ticket, SLA target, and other tags. Filter and sort by these fields to build views such as “**High priority today,**” “**VIP billing,**” or “**Needs follow-up,**” so nothing slips.



In most helpdesks, every customer request is reduced to a ticket number. Interactions feel transactional, and agents often lose the human context behind the issue. For example, in Zendesk, customers see replies like “Request received: Ticket #12345,” and agents work in ticket lists that split the story across multiple tickets.



itGenius

“Zendesk was expensive, clunky, and had a whole lot of features we just didn’t need. We also had a lot of feedback from people about being treated ‘like a number.’ You know that auto-response, ‘here’s your ticket, now sit back and we’ll get to your email?’ Turns out people don’t like that.”

Scott Gellatly, CEO, [itGenius](#)

Hiver works differently. Every request is a conversation with its own **Conversation ID**, so the full story stays in one place. This way:

- Customers feel like they're being heard, not processed.
- Every message, note, and status lives under the same Conversation ID.
- Managers can monitor progress without chasing scattered ticket logs.
- Every customer message is enriched with relevant conversations across customers, along with that customer's full conversation history. This gives agents complete context before responding.

Collaborate seamlessly with notes, @mentions, and shared drafts.

Support is rarely a solo job. Even when a query is assigned to one person, others often need to jump in. For example, finance confirming a refund, tech validating a bug, or sales clarifying a contract.

With Hiver, collaboration happens right inside the conversation, without messy back-and-forths in Slack, WhatsApp, or side emails.



Private Notes

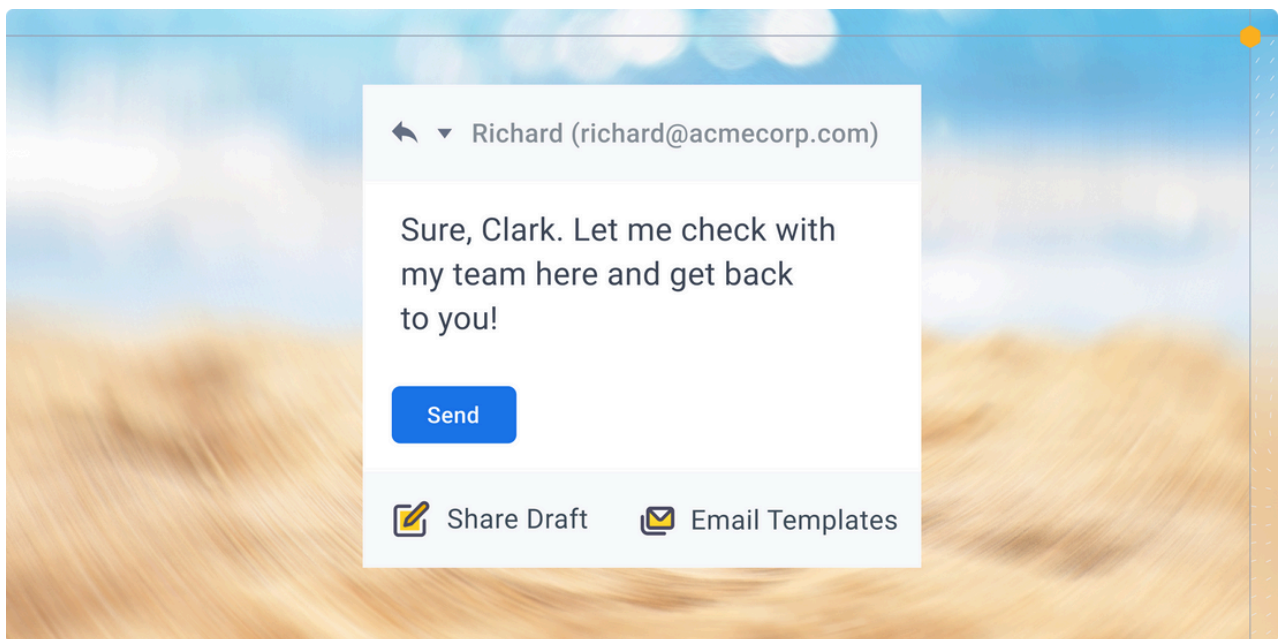
Add [internal notes](#) to a conversation without the customer seeing them. For example:

- An agent handling a billing query can tag John from Finance with the following message:
"@john customer is asking about a double charge in July. Can you confirm the refund status?"
- Finance replies in the note, and the agent updates the customer directly without switching apps or forwarding messages.

Shared Drafts

Hiver let's you [work together on replies](#) before hitting send.

- New agents can draft a response and tag a senior teammate to review before sending it out.
- Complex issues (like policy changes or sensitive refunds) can be co-authored, ensuring tone and accuracy are spot on.



STEP 2

Automate the Busywork (Day 2-3)

Once your team has clear ownership of conversations and collaboration feels effortless, the next challenge is volume. As your business grows, the number of queries quickly outpaces capacity. What felt manageable at 50 conversations a day becomes chaotic at 500.

That's where automation comes in.

With Hiver, you can set up simple, **rule-based automations that run quietly in the background**. Conversations get tagged, routed, or resolved before an agent even gets to the conversation. This ensures the right person handles the right query, every time, without manual effort.

Here are five practical automations you can set up in minutes:

Route by Keywords

Is your finance team drowning in billing questions? Create a rule that [automatically assigns any conversation](#) with "invoice" or "payment failed" in the subject line to your billing specialist. Customers reach the right person instantly.

Route by CRM account ownership

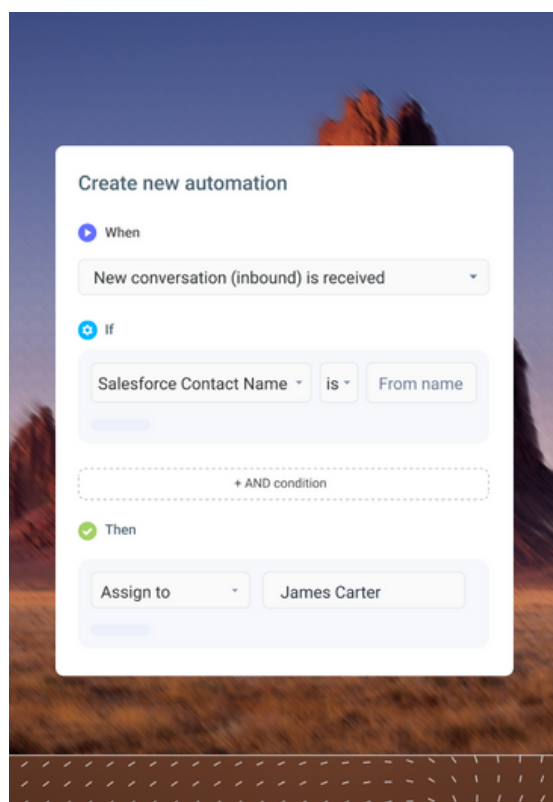
Match incoming requests to a customer account in your CRM and auto-assign it to the account owner.

Next, [add tags](#) and set the right queue using CRM fields like tier, region, or lifecycle.

For exceptions, upload a simple mapping (e.g., if the domain is 'acme.com' → assign owner 'Jane' → add Tag 'Renewal').

Let's say there's an email from john@acme.com. The automation can find the account associated with this ID in Salesforce and assign the email to the respective account manager.

And, if the sender uses a partner domain, your uploaded mapping handles the assignment and tags.



Distribute Work Fairly

[Round-robin assignment](#) ensures requests are spread evenly across agents. No one gets overloaded, and customers get faster responses—even on the busiest days.

Create new automation

Automation name

Finance query auto-assignment 50/100

When

New conversation (inbound) is received

If

Subject contains any of Invoice Payment Match case

+ OR condition

+ AND condition

Then

Assign among Ashok David Harsha

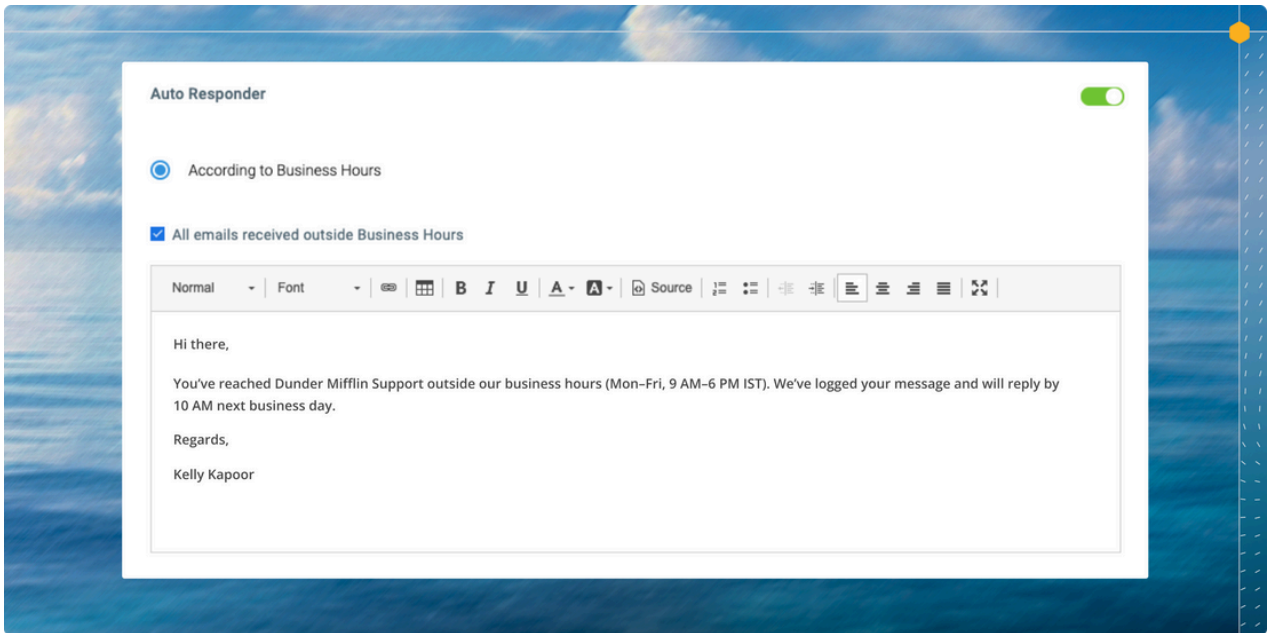
+ ADD action

Close Spam

Auto-replies like “Out of Office” or “Thank You” can pile up and distract agents from real issues. With Hiver, you can [auto-close](#) these messages so the inbox stays focused on conversations that actually need attention.

Send Instant Replies

Customers don’t mind waiting, as long as they’ve been notified. With Hiver, you can set up [auto-replies](#) during off-hours. Example: “Thanks for reaching out. Our team is offline right now and will respond by 9 a.m.PT.”



Automation in Action

During peak admission periods, **Morgan State University** was missing critical student emails, delaying response times. By enabling Hiver's automation rules and using round-robin assignment, every query was routed instantly to the right team member. The result? No missed emails and a 90% boost in productivity.



We can't afford to miss deadlines—and with Hiver's automation, we don't.

Maia Maclin, Operations Manager

STEP 3

Set SLAs So Customers Aren't Left Hanging (Day 3-4)

Automation takes care of repetitive work. But once your team has breathing room, the next challenge is prioritization.

Not every customer conversation carries the same weight. A login issue from a long-time customer needs faster attention than a general inquiry. Without structure, agents are left guessing what to respond to first, and customers notice the delay.

The numbers speak for themselves:

- 12 hours — the average response time for email ([SuperOffice](#))
- 10 hours — the average wait on social media
- 2 minutes — what customers actually expect on live chat

This is where [SLAs \(Service Level Agreements\)](#) change the game. In Hiver, SLAs turn expectations into clear, trackable rules that guide your team's daily work.

Define priorities clearly

Decide which queries demand faster responses. For example, VIP clients get a 1-hour SLA, while standard customer queries can have a 24-hour SLA. **Channel-based SLAs** also help, like 1 minute for live chat vs. 12 hours for email.

The screenshot displays two side-by-side panels on a dark, abstract background. The left panel, titled 'Create New Template', contains a 'Template name' field with the placeholder 'Enter Business Hours Template Name' and a 'Timezone' dropdown menu currently set to '(GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi'. The right panel, titled 'Set Working Hours', features a table for configuring business hours across five days of the week (Mon, Tue, Wed, Thu, Fri). The table has two rows for time slots: 1.00 and 3.00. The 1.00 row shows active hours for Monday, Tuesday, Thursday, and Friday. The 3.00 row shows active hours for Tuesday and Wednesday.

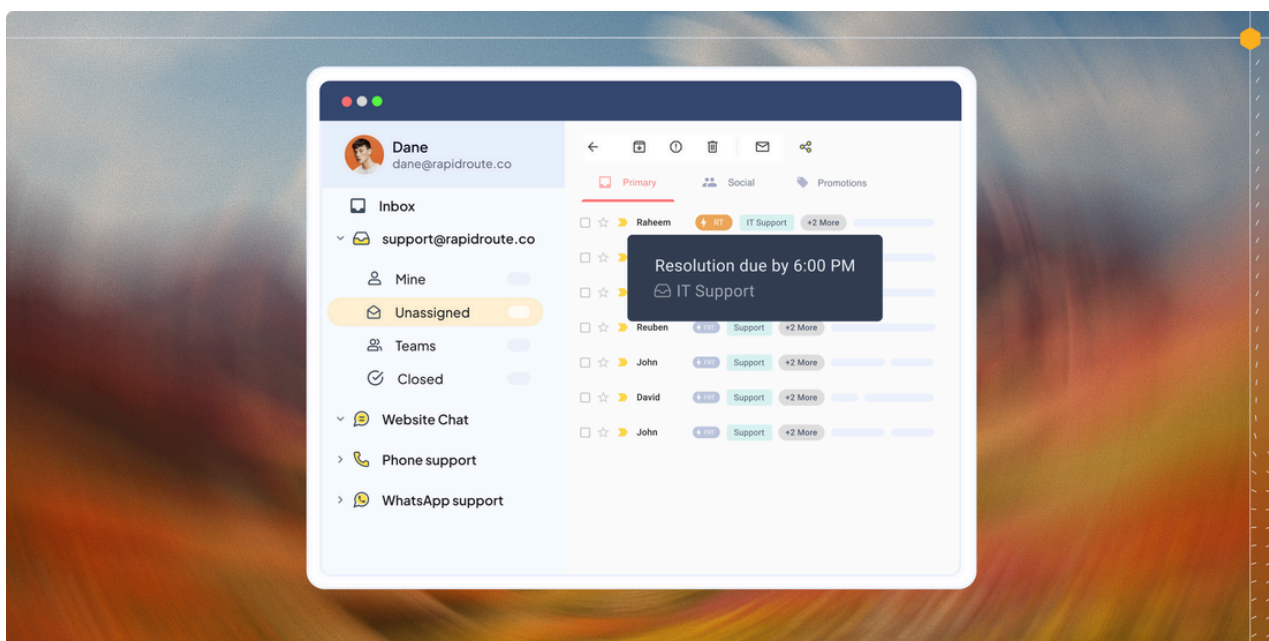
	Mon	Tue	Wed	Thu	Fri
1.00	Active	Active		Active	Active
3.00		Active	Active	Active	

Set SLA timers in Hiver

Hiver automatically tracks every conversation against your **SLA policies**. Agents don't need to manually watch the clock.

Get proactive alerts

Before an SLA breach happens, Hiver flags the conversation so agents can jump in. This prevents escalations and ensures customers receive timely responses.

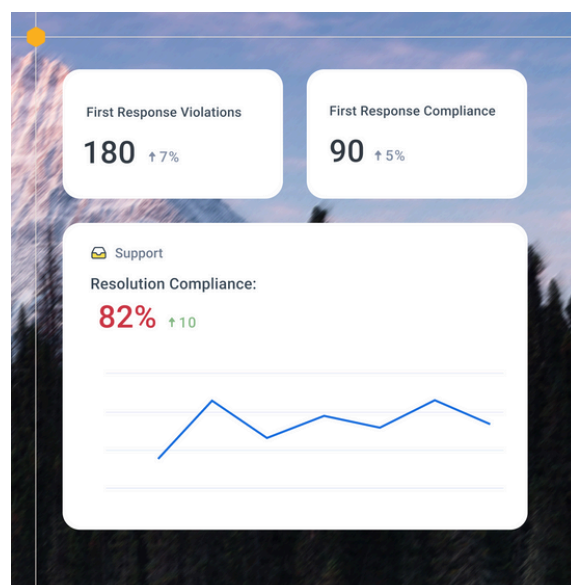


Track performance in real time

Managers get clear [SLA reports](#) that show which queries were resolved on time, and where delays happened. This helps in spotting bottlenecks, coaching agents, and proving reliability to leadership or clients.

Pro Tip

Start with two SLA tiers (VIP vs. standard). Once your team gets comfortable, add more granularity like channel-specific SLAs (e.g., 30 mins for chat, 12 hours for email).



STEP 4

Connect Your Tools, Unify Your Support (Day 4-5)

AI can lighten the load, but great customer support isn't just about speed; it's responding with context.

But in most cases, agents juggle several systems to answer a single request, which slows them down, increases the chance of errors, and often forces customers to repeat details the team should already know.

Let's say you receive an email from a VIP customer asking for a refund:

1. You search the inbox for the last thread and any promises made.
2. You open the CRM to confirm the plan, renewal date, account owner, and lifetime value.
3. The amount is over your approval limit, so you ping your manager in the chat tool and wait for confirmation.
4. You switch to the billing system to issue the refund and capture the reference ID.
5. You return to the inbox to send a clear confirmation with timing and next steps.
6. You go back to the CRM to log notes, attach the refund reference, and set a follow-up task for the account owner.

That is **six** steps across **four** tools for **one** request.

Every move creates room for copy-paste mistakes, missed approvals, and delayed replies that make customers feel unheard.

The fix is to bring all customer context into one place. And with Hiver, you can do just that.

[Connect Hiver with 100+](#) apps to bring customer context, insights, and data into one unified interface. Agents can read, update, or create records in multiple tools without bouncing between screens.

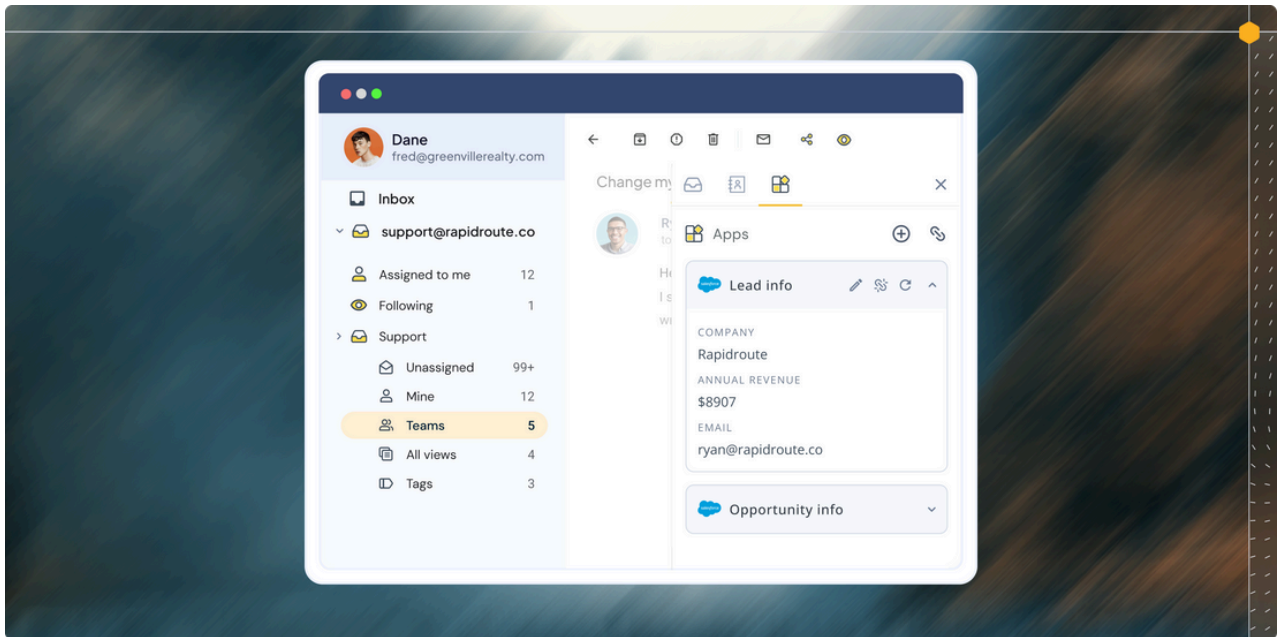
Here's how it works in real life:

Hiver + HubSpot

Say a customer emails your company asking for a refund. With this integration, Hiver can look up HubSpot, identify the account owner, and route this request to them. It can also add the right tags and drop it in the right queue using your HubSpot fields or a simple mapping file.

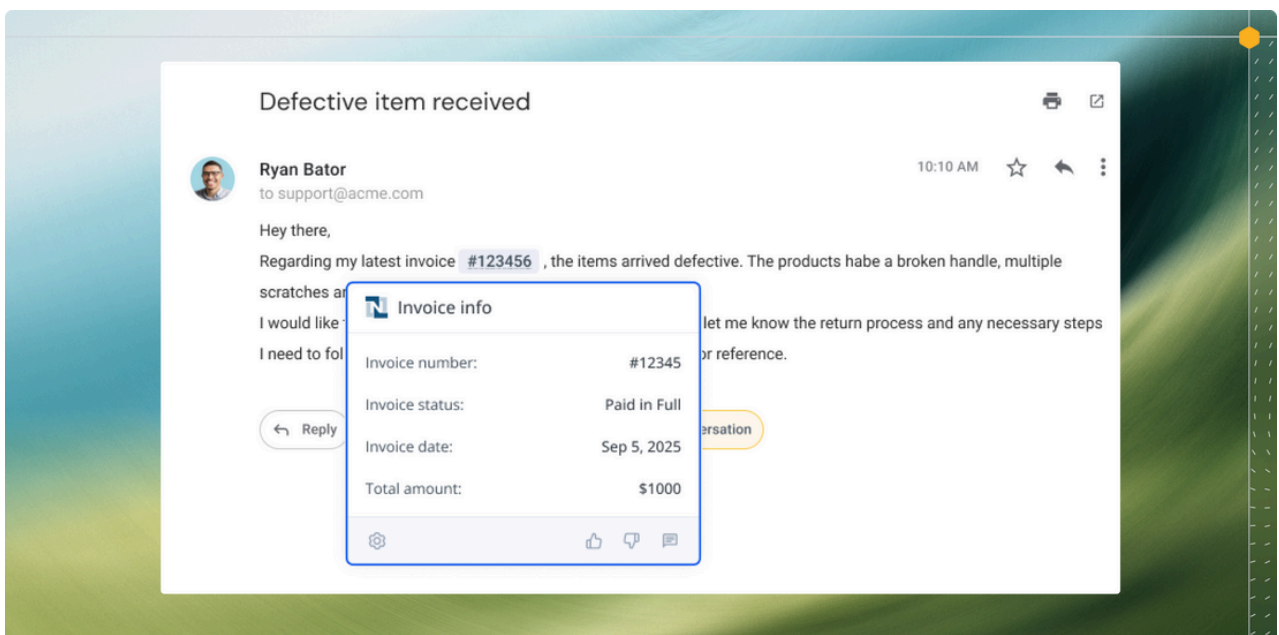
Hiver + Salesforce

A customer asks about their renewal date. The agent sees the full account history from Salesforce right inside Hiver and replies instantly. You can even log support tickets as cases in Salesforce so that everyone is on the same page.



Hiver + NetSuite

A customer emails about a missing invoice. Instead of logging into NetSuite, Finance can pull live order and invoice data directly into the customer conversation in Hiver.

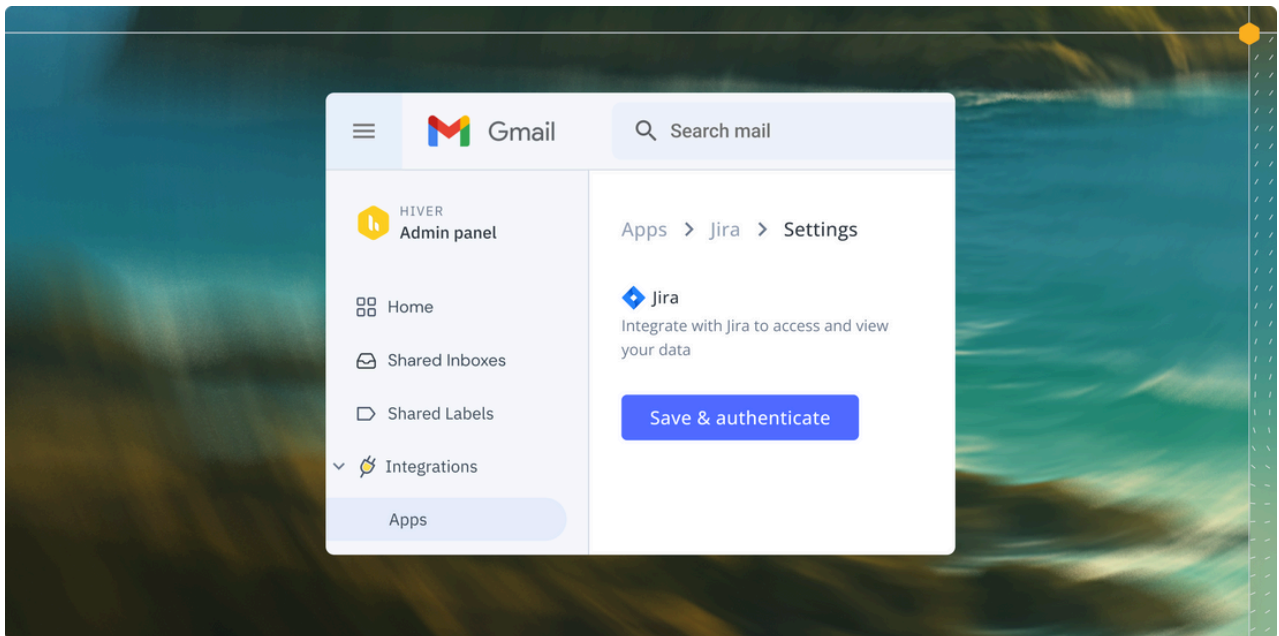


Hiver + Shopify

Running an e-commerce store? Shopify orders sync to conversations so support agents can quickly update customers on shipping or process refunds without leaving Hiver.

Hiver + Jira

A customer reports a recurring bug. From the same conversation, the support agent links it to an existing Jira issue or creates a new one. Engineering sees all the context, and the agent doesn't lose track of the customer's request.



Custom Integrations

Using niche industry tools? With **Hiver's Zapier integration and open APIs**, you can pipe in almost any workflow—whether that's updating a customer's subscription tier or sending data to a BI dashboard.

Pro Tip

Start with your most-used tools like CRM, billing, and project tracking. Once those are connected, expand to secondary systems. Each integration adds another layer of context, making your team sharper and more proactive.

STEP 5

Scale Smarter with AI that is actually useful (Day 5-6)

SLAs set the standard for how fast you should respond. But hitting those targets consistently—especially when query volumes spike—can overwhelm even the best teams.

This is where most companies turn to “AI-powered support.” And on paper, it sounds like the perfect solution. But dig into user reviews, and a different story emerges: unreliable answers, skyrocketing bills, and frustrated customers.

Complicated & unreliable

“We bought the [Zendesk AI] add-on... the answers it gives are vague, wrong, or it does not understand the question at all. We even rewrote our entire knowledge base to make it simple for the bot, but to no avail.”

Zendesk user on Reddit



Punishing pricing models

“My Intercom billing shot up by 120% because of the AI chatbot. I was already spending over \$4k/month for 40 agents — now it’s \$9k, with no significant productivity improvement.”

Intercom user on Reddit



False resolutions & broken trust

“Fin assumes it has resolved an issue way too often — even when we step in before a customer clicks ‘Speak to Human.’ It means lower satisfaction, longer resolve times, and more expensive invoices.”

Intercom user review



These stories highlight the problem: AI bolted on as an afterthought leads to bad answers, rising costs, and frustrated customers.

Hiver takes a different path. AI isn't a separate add-on. It's built into every part of the support experience, working alongside your team from day one. That means no hidden fees, no steep setup, and no broken trust. Just practical, reliable AI that makes agents faster and customers happier.

Here's how [Hiver's AI](#) helps you:

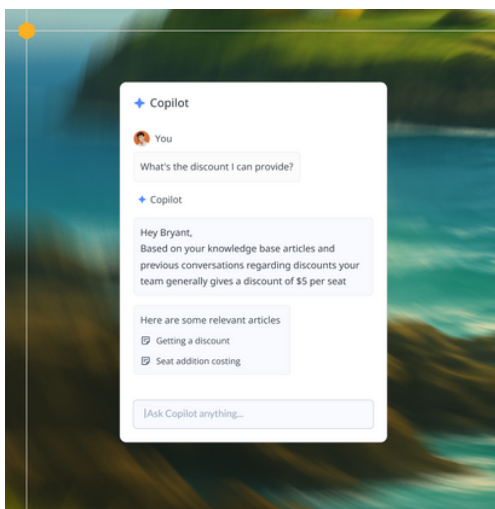
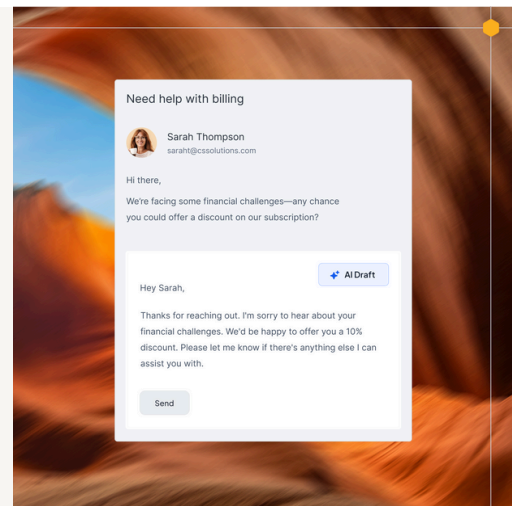
AI Copilot

Drafts smart replies, suggests answers, and adjusts tone based on context. Pulls directly from your help center, past tickets, CRM data, and more. For instance, if a customer asks, "What's your refund policy?" [AI Copilot](#) drafts a polite response with the latest refund terms, ready for the agent to review and send in seconds.

Here's what makes Copilot even better:

AI Suggested Responses

Drafts responses (in your brand's tone) for queries across email, chat, and social by referring to past conversations, helpdocs, and knowledge base. Agents get to review all responses before sending them to customers.

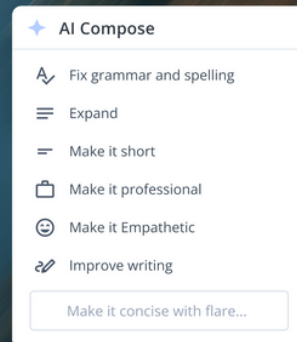


Ask AI

Your team can ask free-form questions in plain English and get contextual answers pulled from help docs, past conversations, website pages, and internal notes. You get the exact passage plus a short, ready-to-send reply with a source link.

AI Compose

Turn bullets or rough notes into a clear, on-brand message, or rewrite for tone, shorten, or translate so replies stay consistent without extra edits.



AI Summarizer

Conversation Summary

1. Kate contacted Mike regarding automation for his plan.
2. Kate offered an Advanced Automation add-on for \$10/user/month.

Was this summary helpful?



Save as note

AI Summarize

Condense long threads into a quick brief with key points, status, and next steps, so handoffs and catch-ups take seconds, not minutes.

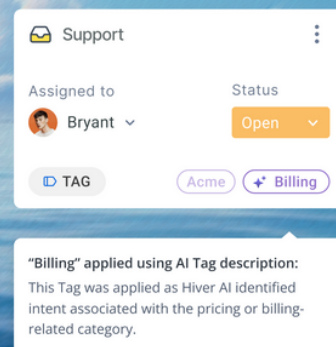
AI Agents

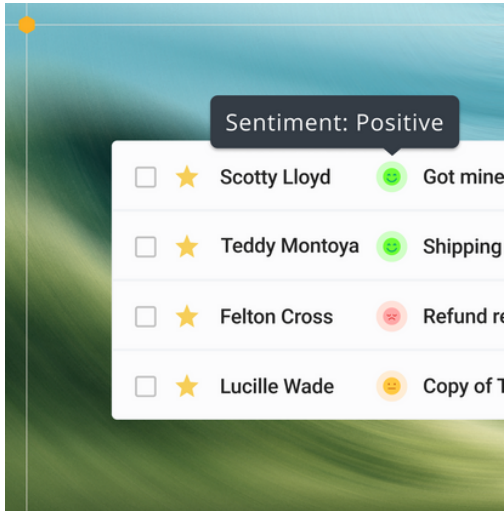
These background agents trigger actions based on customer behavior. They tag, route, draft replies, extract key data, and trigger end-to-end workflows using context from your tools, so work moves faster with fewer mistakes. Here's how [AI Agents](#) help you:

AI Tagging

Automatically labels conversations by topic or intent (Refund, Billing, Shipping, Bug, Cancellation). AI tags the incoming messages the moment they arrive.

Example: "Please cancel my annual plan and refund the last charge." gets tagged as Cancellation and Refund and is routed to the Billing team.





AI Sentiment Analysis

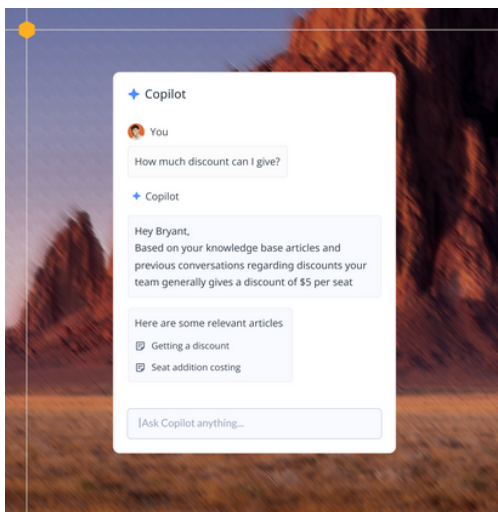
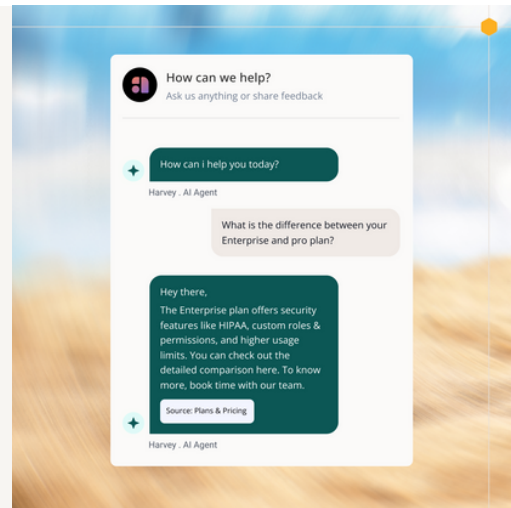
Detects tone (Very Negative → Very Positive) on every message and stores it as a filterable field.

AI Answers

AI handles routine questions using your knowledge base, website, and past conversations.

Example: A customer asks, "Where can I track my order?" AI replies with the tracking link and clear steps, whether the question comes via chat or email.

If extra help is needed, the conversation is passed on to an agent with the context attached.



AI Data Extractor

Pulls key details from the customer message into fields you can sort and report on. Like order ID, account number, product SKU, store location, device type, and error code.

Example: From "Order 78421 placed on May 12, UPS 1Z...", it fills Order ID and Carrier fields automatically, so reports stay accurate.

AI Workflows

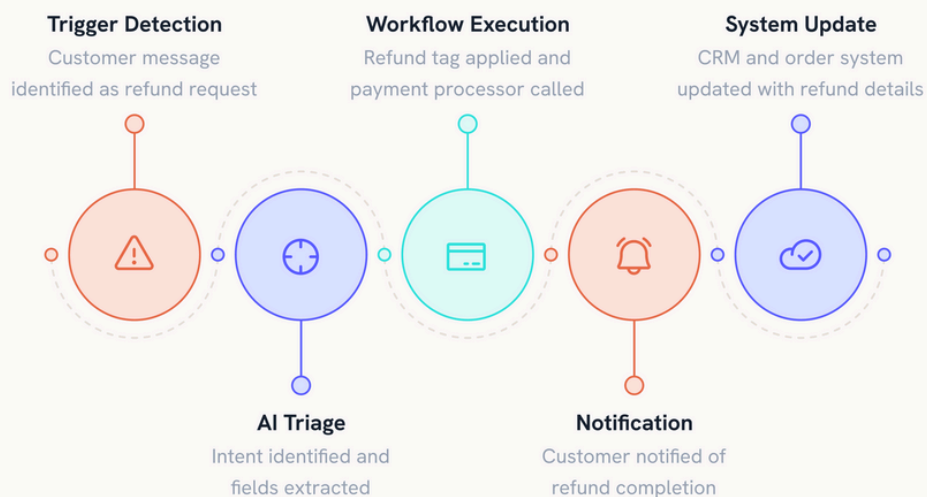
Detect what the customer wants, set tags and priority, and route the conversation to the right queue. They also trigger actions in connected tools (like issuing a refund), sending confirmation to the customer, and updating your records automatically.

Let's say a customer sends you a message, "I was charged twice, I'll need a refund," which is detected as 'Refund.'

The workflow applies the Refund tag, routes to Finance, calls your payment processor via API (for example, Stripe via your integration/webhook) to issue the refund, and captures the reference ID.

Then it notifies the customer automatically when the refund completes, including the amount and timeline. Finally, it updates your records (e.g., CRM or order system) and closes the loop with a follow-up task if needed.

Refund Automation Flow



AI Insights

Surfaces patterns in performance and risks before they escalate.

Example: If tickets tagged “Login Issues” double in a week, Insights notifies managers to investigate and prepare a proactive customer update.

AI QA

Automatically checks every reply for quality, flags gaps, and shows trends so you can fix issues fast. It’s your audit, your coaching, and your progress check in one place. How it delivers value:

AI Scorecard

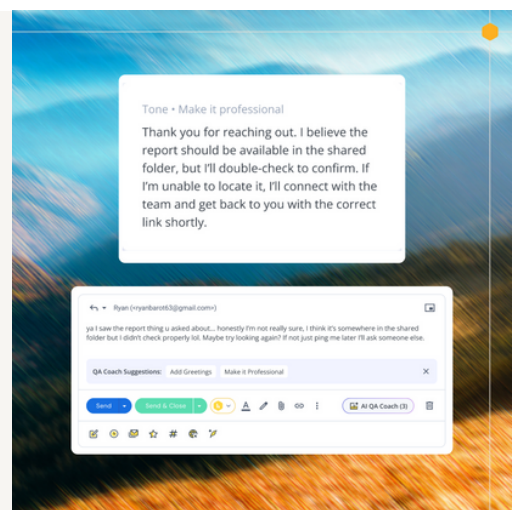
Turns support quality into one clear score and shows what’s driving it (first response, resolution, tone, reopens), so dips are easy to spot and fix fast.

Example: If the Billing email score falls 12 points this week, Scorecard flags slower first replies and more reopens and alerts the manager to adjust staffing and replies.

Hiver AI Coach

As you write a customer reply, AI Coach suggests clearer, warmer, shorter wording in real time. It flags things like a robotic tone or long sentences and offers quick fixes. The more you use it, the smarter the suggestions become.

Example: If a draft sounds stiff and lengthy, the AI Coach prompts a concise, friendlier rewrite and adds the required line before the agent sends.



STEP 6

Track Performance Without the Headaches (Day 6–7 and beyond)

Once your channels are connected, workflows automated, and AI set up in the background, the last step is knowing whether it's all working. That means measuring how fast you respond, where work is piling up, and how customers actually feel.

Most helpdesks make reporting feel like a second job. You're stuck exporting data, building complex BI dashboards, or waiting weeks just to answer basic questions like:

- What's our first response time?
- Who's overloaded?
- Where are we missing SLAs?

No wonder users feel the pain:

"I really dislike Zendesk. The reporting sucks. The interface is terrible. It is extremely complicated."

Zendesk user on Reddit



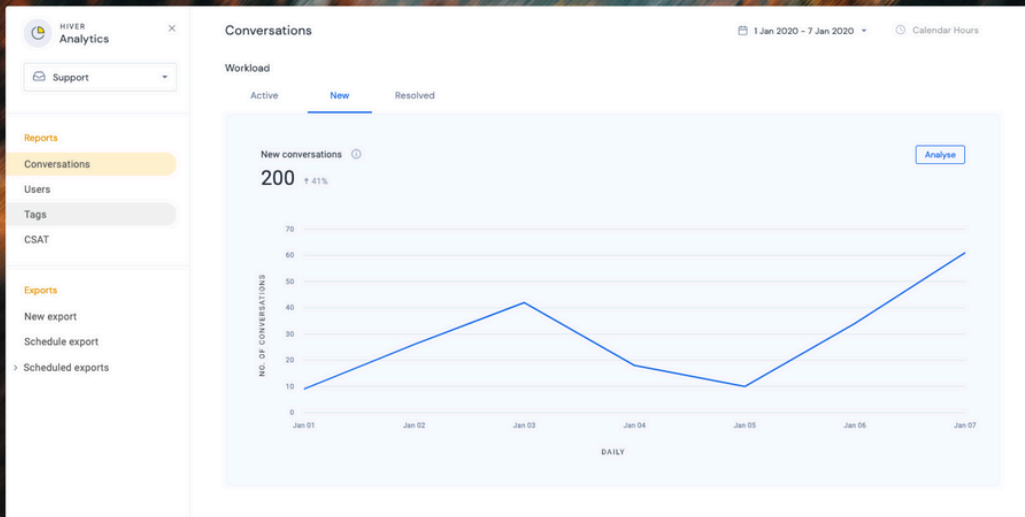
Hiver takes a different approach. Insights aren't an add-on or a project. They come built-in, ready from Day 1. So, managers can move from questions to answers without hiring an analyst.

Here's what you can track instantly with [Hiver Analytics](#):

New Conversations Report

See how many new tickets come in and from which channels.

Use case: After a product launch, spot spikes in traffic and plan staffing. If 40% of new queries are about billing, add an auto-reply or a help article to deflect repeat question



⌘ First Response Time

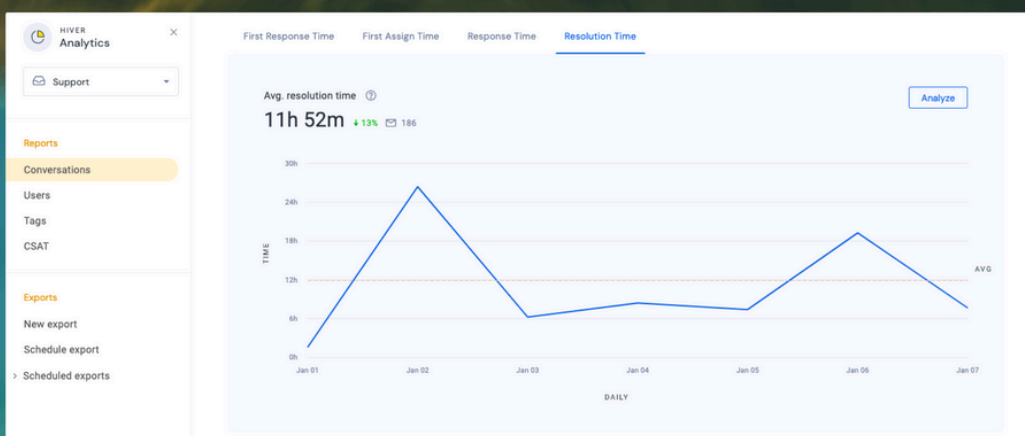
Measure how long it takes for customers to get the first reply.

Use case: Catch queues that need triage or better routing. Reduce abandonment by ensuring live chat replies happen in minutes.

✓ Resolution Time

Track how long it takes to fully close a ticket.

Use case: Identify bottlenecks in handoffs (like Finance taking too long to approve refunds) and create macros or workflows that speed things up.



SLA Performance

See which conversations are on track and which are at risk.

Use case: Proactively escalate VIP tickets before a breach, or adjust SLA targets if certain channels (like WhatsApp) consistently need faster responses.

Workload Distribution

View ticket volume by tag, queue, and agent.

Use case: Balance work evenly across the team, spot training needs by topic (e.g., product vs. billing), and shift capacity before backlogs grow.

CSAT

Capture customer satisfaction directly from [post-conversation surveys](#).

Use case: Tie sentiment to specific tags or agents, coach reps based on feedback, and prove which process changes actually improve the customer experience.

Custom metrics

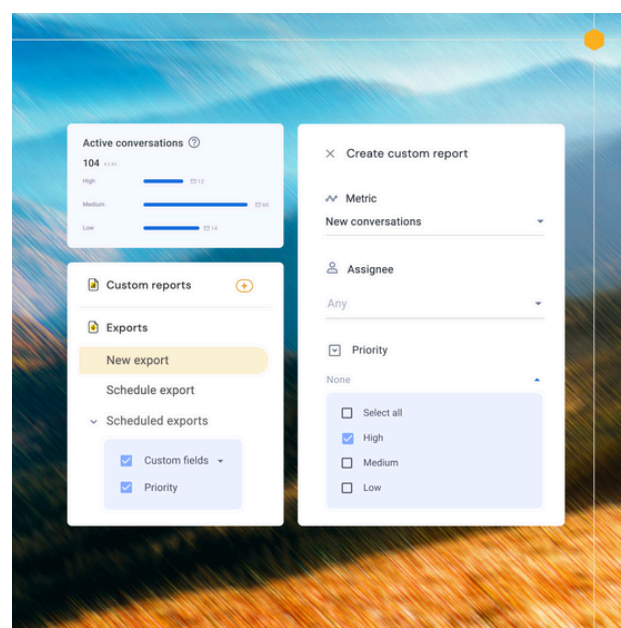
Build the KPIs your team actually cares about using Hiver's custom reports. You can combine multiple metrics in a single dashboard for a bird's eye view. You can look up key metrics by channel, tag, assignee, queue, timeframe, or custom fields, like account tier or due date.

Use case: Let's say you want a quick read on high-priority delivery issues this week and who owns them.

You can go to 'Reports' and create a custom report.

Choose 'New conversations' as the metric, then filter for Tag = Delivery issue, Priority = High, and Date range = This week. Then, group the results by Assignee, save it, and add it to your dashboard.

Now you can spot overload at a glance.



And the best part?

These reports are ready on Day 1.
No setup, no BI tools, no analysts.

Case in Point:

Travelist (part of Secret Escapes)

Handling over 5,000 customer queries a month, Travelist managers struggled to see ownership and pace in real time. With Hiver Analytics, they got a single view of who owned each conversation, how quickly first responses and resolutions were trending, and where SLAs were at risk.

50%

faster first responses

44%

faster resolution times

0

SLA violations

Trusted by 10,000+ teams to
handle customer service efficiently

Support conversations resolved till date

484,070,281



"With Hiver, I have much better visibility into the resolution path of issues. And we've stopped missing emails!"

Nathan Strang
Ocean Freight Operations Manager
flexport.

"I don't know what we were doing before because it wasn't good enough, but Hiver has completely re-invented our communication and efficiency."

Luke Thompson
Co-owner



"Every team member knows exactly what they have to work on, and what their workload for the day looks like. There are no SLA violations now."

Jędrzej Dąbrowski
Junior Product Manager
TRAVELIST



AI-powered support that's faster and more thoughtful!

Unlimited users on Free plan ♦ No credit card needed

Get it free

Book a demo

