

Feature	Description	Captivate	Using the Captivate Chat platform under an Enterprise Licence	Own Built	Built from scratch using AI GPT APIs	Bot Platforms	Using commercially available bot platforms such as VoiceFlow, Botpress	Messaging Platforms	Using commercially available messaging platforms such as Twilio, Messengerbird, Pubnub	Live chat platforms	Using regular live chat platforms such as Intercom, Drift, Live Chat, LiveEngage
Avoid vendor lock-in	Ability to not have to hardcode a solution to a particular vendor's technology to avoid locking	+	In the DNA of CaptivateChat is the ability to abstract all chat assets and integrations as well as to add future ones easily.	-	Hard coded to particular vendor's API	-	Hard coded to particular vendor's API	-	Hard coded to particular vendor's API	+	Hard coded to particular vendor's API
Web widget	Chat widget on a website	+	Our web widget can be customised to whatever look and feel or functionality you require. Out-of-box, it is easily configurable to fit most business purposes.	-	Have to develop all of it. As well as creating an infrastructure core for conversations.	+	Out of box, customisable	-	Out of the box support. Still need some development due to being a developer centric platform but not as large as direct to openAI	-	Out of box but non-customisable
Data Protection and Privacy	Who can do what with your data	+	CaptivateChat protects client data via built-in customer anonymization, data masking encryption, data retention policies and user consent protocols.	-	Developers have to create data protection standards and policies.	-	Developers have to create data protection standards and policies. However they have no control over the bot platform policies and standards	-	Developers have to create data protection standards and policies.	-	Developers have to create data protection standards and policies. However they have no control over the chat platform policies and standards
Chat APIs	APIs that handle the chat system including routing, AI selection, channel, live chats	+	Specifically designed to be easily adapted to support bespoke chat environments. This extends to easily adding any new AIs, channels and live chat platforms as well as developing integrations and applications.	-	OpenAI APIs need to be leveraged by purpose built chat app	-	Some out of box. Some will need custom development integration. APIs are most likely provided by the bot development platforms.	-	Messaging APIs exist at a lower level than Captivate's chat APIs and will require more coding for similar functionality	-	Live chat APIs exist at a higher level than Captivate's chat APIs and will not have the same flexibility for building apps
Coding complexity	How much code needs writing to handle live chat, chatbots and channels	+	No code / low code	-	Built from scratch	-	Can be complex	-	Complex	-	Complex
SDK	Ability to easily add chat to Web App, Mobile App and Desktop Apps as a channel. Easy integration of the chat window to the app	+	The CaptivateChat SDK allows web apps, mobile apps and desktop apps to easily include chat. It provides all the API calls required to be able to quickly integrate AIs, channels and live chats into your application.	-	OpenAI APIs need to be leveraged by purposes built mobile app. All chat features (chat window, hand offs, etc) must be coded	-	Some out of box. Some will need custom development integration. APIs are most likely provided by the mobile development platforms	-	Messaging APIs exist at a lower level than Captivate's chat APIs and will require more coding for similar functionality	-	Live chat APIs exist at a higher level than Captivate's chat APIs and will not have the same flexibility for building apps
Your Cloud	Ability to run the platform within a client's infrastructure	+	CaptivateChat is containerised and can be easily deployed into your own cloud. It is supported in AWS, CCP, Azure and IBM Cloud.	+	Own built is wherever you want it	+	Mostly yes	-	Usually no	-	Almost all no
Analytics and Insights	Access to information around sessions, messages, users etc in a user friendly way	-	Custom built	-	Developers must build the analytics and training protocols	-	Out of box analytics but usually less flexibility around development	-	Out of box analytics but usually less flexibility around development	-	Out of box analytics but usually less flexibility around development
In-chat Feedback and Training	Ability to collect user feedback around bot performance from within the conversation	+	The CaptivateChat web widget has an inbuilt thumbs up/down collection method and the platform provides bot APIs for developers to build this into their flows.	-	System must be built	-	System must be built	-	System must be built	-	System must be built
Live Chat hand off	Easily hand off chats to a human agent	+	Built in hand-off, assignment algorithms, manual, automatic.	-	Developers must build and integrate	-	Developers must integrate and potentially build	-	Developers must build	+	Built in
MS Teams Live Chat	Out of box integration with MS Teams as a live chat	+	Out of box	-	Developers must build	-	Developers must build	-	Developers must build	-	Developers must build (exception SocialIntents.com)
Slack Live Chat	Out of box integration with Slack as a live chat	+	Out of box	-	Developers must build	-	Developers must build	-	Developers must build	-	Developers must build (exceptions with various platforms and SocialIntents.com)
Other Channels	Other routes in such as WhatsApp, WeChat, Signal, Instagram, Twitter (X) etc.	+	WhatsApp, Instagram, Facebook Messenger built in. Our architecture allows easy extension to any channel in (typically) 2 man weeks	-	Need lots of development time to support all different messaging formats that each channel has	-	Out of the box supports. Still need some development due to being a developer centric platform but not as large as direct to openAI	+	Out of box	+	Out of box
Any AI	Ability to support other AIs as well as to allow them to co-exist - this is helpful if a customer already has an AI and is looking to merge in GF	+	Captivate's unique database and API architecture is specifically designed for any AI, any live chat and any channel. This not only allows easy integrations but also allows you take quickly take advantage of industry progress	-	Developers must build	-	Not inherently part of the architecture	-	Not inherently part of the architecture	-	Not inherently part of the architecture
Any Live Chats	Ability to support other Live Chat platforms as well as to allow them to co-exist - this is helpful if a customer already has a live chat solution	+	Captivate's unique database and API architecture is specifically designed for any AI, any live chat and any channel. This not only allows easy integrations but also allows you take quickly take advantage of industry progress	-	Developers must build	-	Not inherently part of the architecture	-	Not inherently part of the architecture	-	Not inherently part of the architecture
Routing	Chat message routing across Ais, live chat platforms, organisations	+	Cross Livechat, Teams to slack, slack to teams, teams to teams tenant	-	Developers must build	-	Not inherently part of the architecture	-	Not inherently part of the architecture	-	Not inherently part of the architecture