12. Contenda

This was a bit of a different tool – Contenda helps generate written content for you based on videos:

![Get ready to transform your video](image)

YouTube video ID

nMOMSSH6SnU

The YouTube video ID is the numeric value in the video's URL between `watch?v=` and `&...`

What type of post do you want to make?

- BLOG
- TUTORIAL

⚠️ You have 300 minutes of remaining video submissions, not counting this video! Keep an eye out for future capacity expansions and pricing plans to meet your needs.

SUBMIT

It took around an hour and a bit for me to receive the blog post in my inbox. When I opened it up, I was taken to their content editor:
Help Scout vs. Intercom 2023: Which Is Better?

Comparing Helpscart and Intercom: A Detailed Analysis of Customer Support Platforms

Madhav from the Testbox team discusses a comparison between Helpscart and Intercom, two customer support platforms. The comparison includes 11 crucial areas, such as UI, features, pricing, and integrations. To evaluate these tools, Testbox is used to compare them side by side. Ease of use is the first parameter, and Helpscart excels with its intuitive interface. The ticket view provides all the necessary information in a simple scan. Moreover, connecting with a CRM using one of their integrations allows automatic retrieval of customer details, providing context for customer questions.

Intercom provides a blended view of conversations and customer data in its interface, displaying both conversations waiting and the content of specific conversations. The right sidebar shows all data related to the customer in your Intercom account. In contrast, Helpscart is designed for ease of use for both agents and admins. While Intercom focuses on powerful features, its interface can be more difficult to use, affecting the overall ease of use. Therefore, if your goal is to set up and use a support platform with minimal effort on a daily basis, Helpscart is the winner in this comparison.

What stood out to me immediately was that there were screenshots from the video included. I did notice a few typos in the transcription right away (“Helpscart” instead of “Help Scout” as an example).

I’ve included the full blog post in the Appendix as well. Naturally, this one isn’t quite comparable to the other ones but hopefully the draft here is helpful as reference. The original YouTube video is this one: https://www.youtube.com/watch?v=nMOMS5H6SnU

**Summary:**
Overall, Contenda is a bit different from the other tools I tested. It takes videos and transforms them into written content. I had a few issues with transcription accuracy but appreciated that it grabbed strategic screenshots for me.
Appendix
Contenda - blog post based on our YouTube video
https://www.youtube.com/watch?v=nMOMS5H6SnU

Help Scout vs. Intercom 2023: Which Is Better?
Comparing Helpscrat and Intercom: A Detailed Analysis of Customer Support Platforms
Madhav from the Testbox team discusses a comparison between Helpscrat and Intercom, two customer support platforms. The comparison includes 11 crucial areas, such as UI, features, pricing, and integrations. To evaluate these tools, Testbox is used to compare them side by side. Ease of use is the first parameter, and Helpscrat excels with its intuitive interface. The ticket view provides all the necessary information in a simple scan. Moreover, connecting with a CRM using one of their integrations allows automatic retrieval of customer details, providing context for customer questions.
Intercom provides a blended view of conversations and customer data in its interface, displaying both conversations waiting and the content of specific conversations. The right sidebar shows all data related to the customer in your Intercom account. In contrast, Helpscrat is designed for ease of use for both agents and admins. While Intercom focuses on powerful features, its interface can be more difficult to use, affecting the overall ease of use. Therefore, if your goal is to set up and use a support platform with minimal effort on a daily basis, Helpscrat is the winner in this comparison.

Canned responses, also known as macros or saved replies, allow you to write and save responses to common questions, enabling quick and efficient answers instead of typing them out each time. This type of automation significantly reduces the time spent by support teams. In Helpscrat, you can find this useful feature under the name "saved replies."
Saved replies enable the creation of email and chat responses with formatting and the insertion of variables for personalized customer data, such as names or email addresses. Furthermore, Helpscart's workflows feature provides a manual mode, functioning like a macro, to perform various actions on a conversation, including sending pre-written replies.

Comparing Canned Responses, Ticket Tagging, and Support Channels in Helpscart and Intercom Platforms

Intercom's version of canned responses is referred to as macros, providing you with the ability to create written responses for frequently asked questions and incorporate basic functionalities such as assigning tags or allocating tasks to particular team members. In this case, both
Ticket tagging and categorization play a crucial role in organizing customer support requests. Helpscart provides the option to use both tagging and categorization, although there are some limitations. You can employ either the tagging functionality or the custom field functionality for categorizing tickets. Adding tags to conversations is a breeze, and incorporating them into reports proves to be extremely useful. Helpscart even allows you to assign unique colors to individual tags, simplifying the process of scanning through conversation lists. Overall, it's quite straightforward to attach a tag to a ticket in Helpscart.
Tagging in Intercom is enhanced by the use of color tags, which provide a clear visual indication of the specific issue at hand, as opposed to using monochrome tags where every tag appears gray regardless of its name. This feature improves the overall user experience. In Intercom, tags play a crucial role in the categorization process.

Adding tags can be done within a conversation or from a tag management admin page. However, as tags are shared among various elements like people, companies, and conversations, one large list of tags can become overwhelming for your team to browse and select. In the comparison of the two platforms, Headscarred and Intercom, both offer usable tagging options, but Headscarred takes the win. Intercom falls short due to the difficulty in controlling tags when used across multiple functions, making Headscarred a better choice in this aspect.
The next aspect to consider is the variety of support channels provided by Headscarred and Intercom for their customers. Headscarred covers the fundamental channels such as email, chat, and phone, but also goes a step further by offering a built-in integration with Facebook Messenger, as well as third-party integrations with WhatsApp and SMS.

Comparing Intercom and Headscarred: Support Channels, Knowledge Base, Ticket Routing, Reporting, and Automated Deflection
Intercom supports basic communication channels such as email, live chat, and phone. However, it truly stands out when it comes to additional channels, offering native integrations for Facebook Messenger and WhatsApp. There are also numerous third-party integrations available for platforms like Google Meet and Aircall, which complement Intercom's Messenger system. In
comparison, Intercom is the winner over Headscarred for those seeking a diverse range of support channels. While Headscarred fulfills the basic requirements, it lacks the extensive options provided by Intercom.

In this section, we discuss the knowledge-based features available with Headscarred. All their plans include these features, which are housed in their knowledge base called Docs. You can easily customize Docs by using your own custom domain, such as help.yourdomain.com, and personalize it further by setting your preferred colors and uploading an icon. The editor for Docs is user-friendly, allowing you to see changes on the back end and how they will appear on the front end.
In the video, the speaker describes the simple and minimalistic design of Headscarred. This platform allows users to create custom style sheets and scripts to embed on their site, catering to the needs of most smaller businesses and startups. However, for those seeking more advanced customization options for their page display, Headscarred may not be the ideal solution, as it lacks some of the more in-depth features.

Intercom's knowledge base is decent, providing adequate features for those who need a basic knowledge base. However, it falls short if more advanced features are required. Intercom seems to prioritize chatbots and self-service tools over a separate help center. You can set up a custom domain, define brand colors, and upload an icon, but further customization is limited. Comparing Headscarred and Intercom for small businesses, both are sufficient, but Headscarred's additional branding capability provides a slight advantage in their knowledge base features. Therefore, Headscarred comes out ahead of Intercom in this comparison.
Ticket routing is a crucial process that allows customer questions to be directed to the appropriate destination, saving time and boosting efficiency. Headscarred's workflows feature enables automatic routing by flagging conversations based on provided data, conversation subject or body, or through manual addition of tags or fields. It's important to note that each workflow runs only once per conversation to prevent looping issues. However, this may necessitate the creation of multiple workflows for the same task if you require it to run multiple times.
Intercom handles routing through a feature called inbox rules, which allows you to create automations using conversation data and other information stored within the platform. For instance, you can prioritize requests from high-paying customers with billing questions by combining company and communication data. However, the powerful automations are not available on Intercom's lower-priced starter plan.

Comparing Intercom and Headscarred, it's difficult to determine a clear winner in the ticket routing category. While Headscarred offers adequate features, its routing capabilities are not as robust as Intercom's. On the other hand, Intercom's superior ticket routing is only accessible on more expensive plans. Ultimately, it's a draw, but if you have a higher budget and require Intercom's marketing and sales features for multiple functions, Intercom would be the better choice.
Headscarred's reporting features cater to small-to-medium-sized businesses with a well-designed and intuitive interface. It includes built-in reports for their default support channels, docs, and CSAT, allowing users to select a reporting period and even create filters for later use. However, one limitation is that generating complex or cross-functional reports isn't straightforward as you can only export raw customer data. To overcome this, you may consider using third-party reporting tools that integrate with Headscarred. Note that in Intercom, the reporting capabilities depend on your subscription plan.

With the starter plan, you can access a variety of support reports tailored for small- to medium-sized support teams. These reports provide essential data, including basic incoming and outgoing support reports, customer satisfaction (CSAT), and metrics to assess overall
effectiveness and response rates. Additionally, the conversion report offers a concise overview of crucial statistics on a single screen. You can customize these reports by filtering based on specific time periods, assigned team members, and customer locations.

The major drawback of Intercom's reporting is that more advanced reports are locked behind higher-priced plans. Subscribers to their starter plan will need to upgrade to access reports such as team views and effectiveness metrics. Comparing Intercom and HelpScout, it's true that the plan-based limitations can be frustrating for Intercom customers. However, these limitations serve as effective upgrade options since the advanced features are worth the investment. HelpScout's reporting is adequate and suitable for many teams, but Intercom's advanced reporting features outshine its competitor. If you're willing to pay for these features, Intercom is the better choice over HelpScout.
Automated deflection is a useful feature for scaling products, as it allows answering customer questions without human involvement, saving your support team’s time. HelpScout provides two primary methods for deflection. The first is setting the beacon to self-service mode, which requires customers to search a knowledge base before contacting you. While this adds friction to the customer support experience, it can save time by addressing easily answered questions. The second method is using HelpScout’s workflows feature. Automated workflows enable you to search for specific keywords in customer messages and automatically send a reply, asking if their question has been answered.
Comparing Automation Features and Pricing: Intercom vs. Headscarred

Intercom excels in automated deflection with features such as the operator board, resolution board, task board, and their newly launched assistive AI beta feature, FIN. Despite the drawback of these features being available mostly on high-cost plans, upgrading is likely more cost-effective than expanding your team. In comparison, Headscarred's deflection is suitable for smaller teams but has room for improvement in incorporating modern tools like AI. Overall, Intercom stands out as the winner due to its longstanding commitment to automation and innovative features.

Support. Like you've never seen it before.

Pricing is the final category we'll discuss. Headscarred offers plans starting at $20 per agent per month, which provides the standard features most small businesses require. However, as your business expands, you may need additional features like custom fields, light users, advanced permissions, and CRM integration with platforms like HubSpot or Salesforce. In this case, upgrading to the $40 per agent per month plan is necessary. For the highest level of service, Headscarred's pricing goes up to $65 per agent per month, which is optimal for managing support for multiple products and includes a dedicated account manager to help you utilize their best features. On the other hand, Intercom's pricing can be somewhat deceptive.
A smaller team might consider Intercom’s startup plan, which begins at $79 per month and includes two agents. However, this plan has limited features, and many of Intercom's powerful capabilities are only accessible in higher tier plans. Their most expensive plans’ pricing is based on users, activity, and customer data, making it difficult to determine a straightforward monthly fee. You typically need to consult their sales team to identify the best pricing for your needs.

In terms of value for money, Headscarred emerges as the clear winner. It offers reasonable pricing that aligns with a team's growth, without compelling you to upgrade prematurely. Conversely, Intercom’s pricing model is less competitive due to the restrictions placed on some features in their startup plan, as well as the overall complexity and unpredictability of their pricing structure.
Choosing Between Headscarred and Intercom: Evaluating Your Team's Priorities and Needs

Ultimately, the choice between Headscarred and Intercom depends on your team's specific needs. For medium-sized teams seeking automation, Intercom emerges as the superior option. With a strong focus on bots and AI, Intercom excels in these areas and is hard to surpass if they are your top priorities.

Headscarred can be an ideal choice for small to medium-sized teams focusing on email and live chat support. If your team prioritizes addressing issues by improving your product or emphasizing intuitive design, automation might not be a top priority. In such cases, Headscarred excels in providing personal, high-touch support. Ultimately, the decision is yours. This comparison between Headscarred and Intercom aims to be helpful for your decision-making process. If you need further assistance, feel free to ask questions in the comments. Additionally, you can use our software test box to compare various customer support software side-by-side without signing up for accounts or engaging in sales calls or demos. It's completely free to use. If you found this information helpful, please like, share, and subscribe to our channel. Have a great week!