CHATPLUS
A REVOLUTION OF CUSTOMER COMMUNICATIONS

2023

ABOUT US

Iconic Data Japan (IDJ) is a multi-national data services company that stands at the vanguard of data technologies. IDJ specializes in state-of-the-art data solutions that bring the best of our clients. Be it data mining, data gathering, databases, or data analytics, our services aim to enhance, transform, and revolutionize our clients operations through the proper and full integration of data solutions into business operations.

From data services to data analytical insights we provide solutions that create the shifts in corporate culture and business environment that enable companies to adapt and thrive in the new landscape of data centric business operations.

We achieve this by not only providing data solutions but incorporating these solutions into strategic data consulting solutions that bring about effective and actionable data centric practices that are integrated throughout the business operations.

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CHATPLUS

AS A SOLUTION

Executive Summary

ChatPlus is a chat platform that is used widely in a range of industries, known for its large number of features, like its great range of functions, as well as its flexibility in offering compatibility for many platforms, all the while offering price plans as low as 1500 yen. It is this combination of features, ease of use and pricing strategy that sets this chat platform apart from the rest.

ChatPlus has many different chat functionalities and serves various domains such as healthcare, government, and transportation for multiple purposes such as marketing and customer support.

Although there are some areas where ChatPlus still has room to grow or it is outperformed by its competitors, they still are among the top of the most popular chat platforms that offer the required and effective features in general.

CUSTOMER COMMUNICATIONS

ChatPlus is a Japanese software company providing AI chatbot systems in Japan as well as in other countries. It was first launched in 2016 and has been supporting over 16,000 clients.

ChatPlus has been used in various industries ranging from IT/services, Ecommerce, Recruitment, Cloud Services, Transportation to Financial Services, School, Government Offices, and Medical Institutions. Across these industries, Marketing Support, Customer Care and In-house Helpdesk are the departments that mostly use and manage chatplus' tools.

ChatPlus offers several functions and features which are also customizable. These include typical chat services such as AI conversation function, Question and Answer predictive display and advanced reporting services such as Report Data Analysis function. ChatPlus also offers to build its own custom chatbots with the rules of each client, by easily uploading from Excel.

> "
> ## CHATPLUS IS A USER-FRIENDLY AND EFFICIENT COMMUNICATION PLATFORM
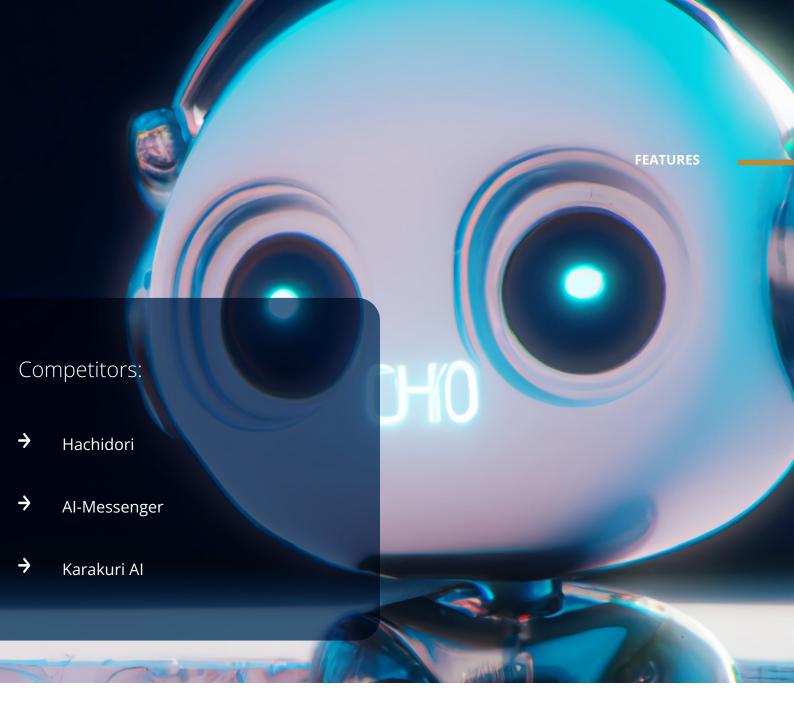
STANDOUT FEATURES:

→ Chatbot Functions - Around 5,000 functions, with unique features. (explained in the next section)

→ Price Plans - Total of 6 price plans with different costs and available functions. From ¥1,500 to ¥150,000.

→ Applicable Industries - Used in different industries including IT/Services, Finance, HR, Health, etc.

→ User-guide Support - Support many user-guides for inexperienced, and experienced users.

→ Integration Services - seamless integration with other popular services such as Slack, Line,, Google Analytics, etc.

COST

ChatPlus is a cost efficient chat tool because it allows users to share IDs within a team and log in at the same time.

However, users will have to pay extra charges if they, for example, require LINE integration and Salesforce linkage. Moreover, users have to pay at least 100 times the amount per month to use an AI chatbot.

Competitors:

→ Hachidori

→ AI-Messenger

→ Karakuri AI

FLEXIBILITY

ChatPlus has the largest number of functions in the industry.

It offers over 5000 functions, including AI conversation function, scenario setting, customizable window design, Q&A predictive display, ability to manage with Excel, report data analysis, file attachment function, manned chat, external service linkage, and IP access restrictions.

CUSTOMER

ChatPlus is a widely-used system in various industries and has a large customer base.

ChatPlus aims to provide a positive and efficient user experience for its customers. It has various chat functions, customizable rules and scenarios, report data analysis, and a customizable UI design. It also offers a Q&A predictive display, ability to manage with Excel, file attachment function, and the option for manned chat. ChatPlus also provides integration with popular services and has multiple price plans to choose from to fit the customer's needs. Additionally, there are user guides available for both new and experienced users to support their use of the platform.

CHATPLUS
COMPETITORS

There are a large number of Startup companies specializing in developing and delivering Chatbot services in Japan. Among them, the following three Japanese Chatbots are similar to each other, even to the IDJ's marketing chatbot in terms of characteristics and services of ChatPlus.

HACHIDORI

Hachidori, a Japan-based company founded in 2016, has developed a platform for businesses to design and develop their own chatbots without requiring any technical knowledge. Top features of this platform include:

- Linguistic analysis module - Enables the bot to understand the intent of the customer and provide required information.
- Support for messaging platforms - Provides integration of popular messaging platforms such as Facebook and Line.
- Built-in analytics module and more.

AI-MESSENGER

AI SHIFT, headquartered in Shibuya-ku, Tokyo, founded AI Messenger in 2019 to develop AI products and consult with the concept of democratizing AI. AI-Messenger chatbot is mainly focused in the area of customer support and has been introduced to various companies such as Yahoo.

KARAKURI AI

Karakuri, located in Tokyo and founded in 2016, is a provider of an AI based chatbot for customer support and engagement. Its chatbot learns from inquiry history data and comes with algorithms specifically designed for training with FAQ data. It provides functions that allow the user to analyze conversations from different points of views.

ChatPlus has about 5000 functions and these range from the core chat options; customizable rules and scenarios to report data analysis.

COMPETITOR SUMMARY

01 COST

ChatPlus is a cost efficient chat tool because it allows users to share IDs within a team and log in at the same time. However, users will have to pay extra charges if they, for example, require LINE integration and Salesforce linkage. Moreover, users have to pay at least 100 times the amount per month to use an AI chatbot.

02 CUSTOMIZATION

Although ChatPlus has the largest number of functions in the industry, they have a complex design for customization, especially for basic plans.

03 USER EXPERIENCE AND CUSTOMER SUPPORT

ChatPlus is a widely-used system in various industries and has a large customer base. However, some users find it challenging to navigate the chat system and sales representatives may not be able to provide adequate assistance when contacted for customer support.

CONCLUSION

In conclusion, ChatPlus is a well-rounded chat platform that offers a large range of functions and is compatible with multiple platforms. It is suitable for various industries including healthcare, government, and transportation and serves multiple purposes such as marketing and customer support.

With its customizable functions, integration services, and a range of price plans, ChatPlus stands out in the chatbot industry. The platform offers over 5000 functions including AI conversation, scenario setting, Q&A predictive display, report data analysis, and manned chat, making it a great choice for businesses looking for a chat platform. With support for starter and experienced users, ChatPlus is definitely worth considering for those in need of a chat platform.

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