lightspeed more than just talk VS. bridge

COMPETITIVE COMPARISON

CUSTOMER SUPPORT

lightspeed	bridge
✓ Dedicated Support Team	X Automated Systems & Call Centers
✓ Personal Relationships & Real Technicians	X Online Chatbot
↑ 4.9 Google Review Rating	↓ 4.5 Google Review Rating
✓ US-Based Live Support	X Online Support Portal
↓ <30 Second Wait Time	↑ 90+ Second Wait Time

EASE OF USE

lightspeed	bridge
✓ Simple Set-Up with Live Support	X Complex Self-Serve Set Up
✓ User-Friendly, Intuitive Interface	X Do-It-Yourself Call Flow Management
✓ Personalized, Human Onboarding	X Basic Walkthrough Training Videos
✓ White-Glove Call Flow Configuration	$ Advanced Call Flows in Premium Plans

INDUSTRY EXPERTISE

lightspeed	bridge
✓ Serving Insurance Agencies Since 2009	X Generic One-Size-Fits-All Platform
✓ 20+ Deep InsureTech Integrations	X 14 Surface-Level Integrations
✓ Tailored Solutions for Insurance Agencies	X No Insurance-Specific Automations
✓ Sales Reps with Insurance Expertise	X Non-Specialized Sales Teams

FEATURES & VALUE

lightspeed	bridge
✓ Fully-Featured AI VoIP Platform, Mobile App, & Sales Performance Tools at a Cost-Effective Price Point	$ Key Features (Advanced Call Routing, Automatic Recording, Push-to-Talk) Locked Behind Higher Pricing Tiers
✓ Sync NOVA Call Summaries & Sentiment With Supported AMS/CRM Integrations	$ No Call Summary CRM Insertion with Magellan AI
✓ Base Pricing Includes: ✓ All 20+ Integrations	X Base Pricing Includes: $ No Integrations (Higher Tiers Only)

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