

# Freshchat Text Interaction Capture Adapter

## – Case Study

### Project Overview

The Freshchat Text Interaction Capture Adapter project was developed to provide organizations with a robust integration solution that ingests Freshchat messaging interactions into Verint's Engagement Data Management (EDM) system. This adapter enables unified management and analysis of customer conversations across multiple platforms, helping businesses streamline operations and gain actionable insights.

### My Role

As the Lead Integration Architect, I was responsible for the end-to-end design, development, and implementation of the Freshchat Adapter. I led the configuration of API integrations, ensured data integrity during ingestion, and collaborated with cross-functional teams to optimize the adapter for seamless operation within Verint's ecosystem.

### Challenges

- Extracting Freshchat interactions in near real-time without data loss
- Normalizing and aligning Freshchat data within the existing Verint EDM structure
- Ensuring compatibility with other Verint modules like Quality Monitoring and Text Analytics
- Designing an adapter that requires minimal customer-side configuration

### Approach

- Leveraged Freshchat APIs to pull interaction data securely and efficiently
- Developed a modular, scalable adapter architecture supporting channel-specific filtering
- Implemented robust error handling and retry mechanisms to prevent data loss
- Collaborated with Verint product teams to ensure compatibility and support across applications

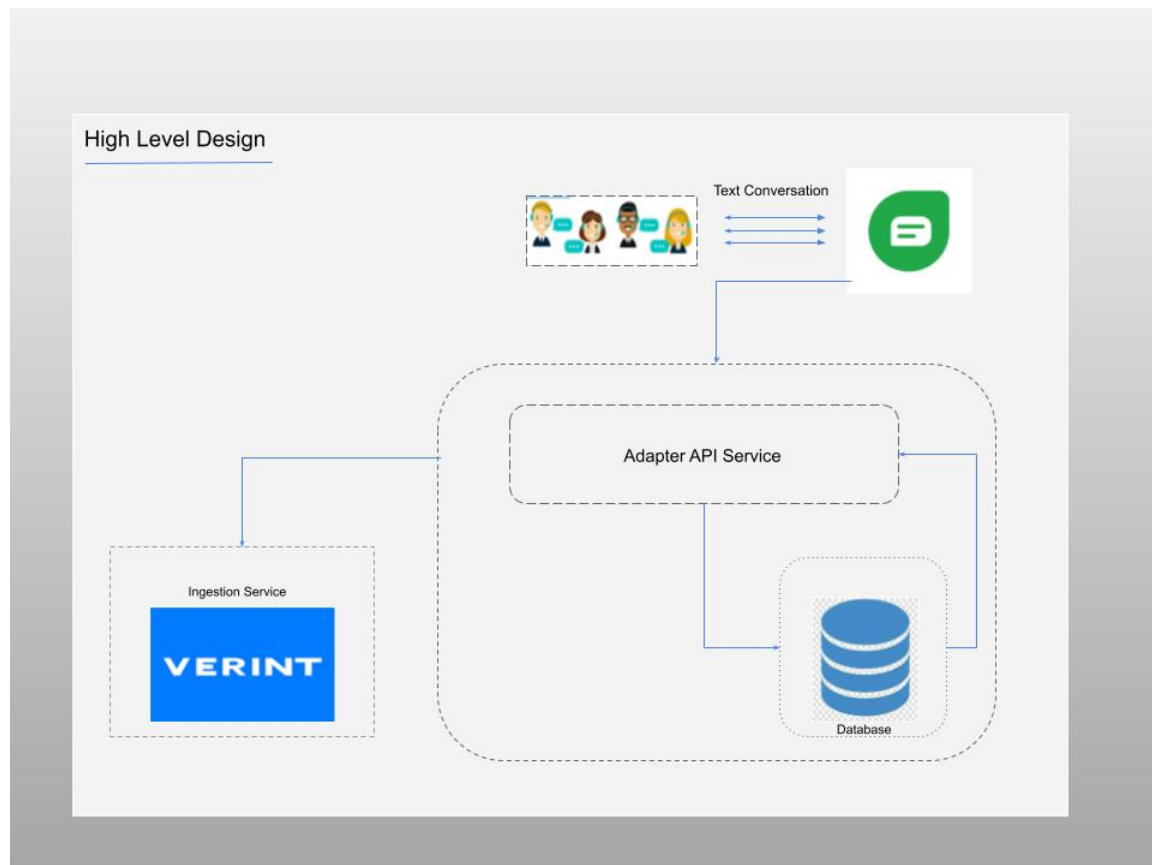
## Tools & Technologies

- Freshchat Cloud Messaging and APIs
- Verint Engagement Data Management (EDM)
- Verint Quality Monitoring
- Verint Text Analytics
- RESTful API integration and secure authentication

## Outcome

- Delivered an out-of-the-box adapter enabling near real-time ingestion of Freshchat chat data into Verint EDM
- Achieved centralized customer interaction management across multiple channels
- Enabled enhanced sentiment analysis, quality monitoring, and actionable reporting on Freshchat conversations
- Simplified the customer implementation process with clear configuration requirements

## Visual Showcase



## Conclusion / Key Takeaway

The Freshchat Text Interaction Capture Adapter project successfully bridged Freshchat's messaging platform with Verint's powerful analytics suite, delivering a seamless, scalable, and reliable solution that empowers organizations to better understand and optimize their customer interactions.