

Salesforce SMS & WhatsApp Messenger Apps

Competitive Feature Comparison

Application House – All in One Messenger App (with Agentforce AI) vs SMS Magic / Conversive, 360 SMS App, WatBox (Inno Valley Works), and Mogli. Prepared 22 Aug 2026. All competitor data verified from vendor sites, documentation and AppExchange listings (sources at end).

Legend: ✓ Documented / supported ⚠ Partial / limited / via workaround ✗ Not available / not documented

1. Vendors at a Glance

	Application House	SMS Magic / Conversive	360 SMS App	WatBox (Inno Valley)	Mogli
AppExchange rating	New listing	4.82 (1,135)	4.89 (1,280)	4.98 (45)	4.99 (209)
100% Salesforce-native messaging	✓	✓	✓	✓	✓
Channels	SMS, WhatsApp	SMS, MMS, WhatsApp, FB, Insta, RCS, Voice	SMS, MMS, WhatsApp + 12 more, CTI	SMS, WhatsApp, CTI, AI voice	SMS, MMS, RCS, WhatsApp, Voice
AI engine	Salesforce Agentforce (native, core)	Own AI + Agentforce add-on	ChatGPT + own iText bot	ChatGPT / Einstein + own AI	Claude/Gemini + Agentforce add-on
Pricing model	\$10–\$30 / user / mo	\$7–\$17 / user / mo; AI tier \$200/user/mo	from \$7 / user / mo + credits	\$999–\$1,199 / company / yr (10 agents)	\$5,200–\$28,900 / company / yr (unlimited users)
Target market	Cross-industry, AI-first	SMB–enterprise, contact centres	Cross-industry, breadth-first	Real estate, recruitment, services	Education & nonprofit

2. Feature-by-Feature Matrix

Feature	Application House	SMS Magic	360 SMS	WatBox	Mogli
Security & Data Protection					
API-key protected endpoints (multi-layer, HMAC)	✓ Multi-layer, HMAC + API key	✓ API-key registration	⚠ Not documented	✓ Named/External Creds	⚠ Connected App
Customer data stays in Salesforce	✓	⚠ Backend account	✓	✓	✓ Minimal retention
Record Management (incoming message → record)					
Match existing record	✓	✓	✓	✓	⚠ Match on Mogli Number
Auto-create record for unknown number	✓	✓ Lead/Contact/Case	✓ Lead	✓ Person Acct/Contact/Lead	⚠ "Anonymous Lead"
Duplicate handling (oldest / newest / create new)	✓ 3 modes	✗	✗	✗	✗
Custom filter (SOQL WHERE clause)	✓	✗	✗	✗	✗
Field mappings for match & create	✓	✓ Incoming lookup	⚠	✓ SMS config	⚠
Multiple record managers per phone number	✓	✗	✗	⚠ Number per object	✗
Modes: None / Match / Create / Match-or-Create	✓ All 4	✗	✗	✗	✗

Flow to find record across objects	✓	⚠ Converse Apps	⚠	⚠ Flow handler	⚠
Assign Agentforce agent per record manager	✓	✗	✗	✗	✗
Agentforce / AI Agent Automation					
Native Salesforce Agentforce integration	✓ Core, included	⚠ Add-on \$200/user/mo	⚠ Marketing / ChatGPT-based	✗ Own AI + ChatGPT	⚠ Add-on package
AI handles incoming sales & support enquiries	✓	✓	✓ iText/ChatGPT	✓ AI auto-reply	⚠ Via Agentforce add-on
Human takeover from bot (End Bot button)	✓	✓ Handoff	⚠	✓ Smart handoff	⚠
Bot configurable per phone number	✓	⚠	⚠	⚠	⚠
Configurable bot session length (minutes)	✓	✗	✗	✗	✗
Bot handles any object (Case, Opp, Order, custom...)	✓	⚠	⚠	⚠	⚠
Multiple bots, SMS + WhatsApp, mixed bot/non-bot numbers	✓	⚠	⚠	⚠	✓ Multi-agent routing
Conversation View & Session					

1:1 from any record incl. custom objects	✓	✓	✓	✓	✓
Shows sender (User vs AI Agent w/ name)	✓	⚠	⚠	⚠	⚠
Message source labels (User/Bot/Flow/Trigger/Bulk)	✓ Distinctive	✗	✗	✗	✗
Configurable session timeout (SMS, minutes)	✓	⚠ WhatsApp 24h only	⚠ WhatsApp 24h	⚠ WhatsApp 24h	⚠ WhatsApp 24h
Session status / expiry / last message shown	✓	⚠	⚠	⚠	⚠
History respects native record visibility / FLS	✓	✓	✓	✓	✓
Delivery, Templates & Channels					
Delivery lifecycle Created/Sent/Delivered/Read	✓ incl. Read	⚠ No read status	⚠ Delivered flag	⚠ WhatsApp blue tick	⚠ No read status
Templates for bulk / auto / 1:1 w/ merge fields	✓	✓	✓	✓	✓
Pre-approved WhatsApp templates	✓	✓	✓	✓	✓
SMS & WhatsApp channels	✓	✓	✓	✓	✓

Bulk, Scheduling & Automation					
Bulk from List Views	✓	✓	✓	✓	✓
Bulk from Reports	✓	✓	✓	✗	✓
Bulk from Campaigns	✓	✓	✓	✓	✓
Recurring schedule (daily/weekly/monthly/yearly)	✓	✓	✓	⚠ Batch cron	✗
Automation via Salesforce Flow	✓	✓	✓	✓	✓
Automation via Apex Trigger	✓	✓	✓	✗ Flow only	✓
Create Salesforce Task on send (admin-controlled)	✓ 1:1 & bulk toggle	⚠	⚠	⚠ Via Flow	✗
Inbox					
Dedicated Inbox tab	✓	✓ Converse Desk	✓ Conv. Manager	✓	✓
Inbox on Utility Bar	✓	✓	✓ Sidebar	⚠	⚠ Notifications
Filter by channel (SMS/WhatsApp/All)	✓	⚠	⚠	⚠	⚠

Filter by date ranges (Today ... 120 days)	✓	✗	⚠ Date range	✗	✗
Filter by source (1:1 / button / automation / bulk)	✓ Distinctive	✗	✗	✗	✗
Compose new message from Inbox	✓	⚠	✓	✗	✗
Pin conversation	✓	⚠ Pinned tabs	✗ Star only	✗	✗
Virtual Agentforce agents shown in inbox	✓ Distinctive	✗	✗	✗	✗
Opt-out, Attachments, Emoji					
Opt-out by message type (marketing/system/info)	✓ Distinctive	✗	✗	✗	✗
Opt-out field configurable on any std/custom object	✓	⚠	⚠	⚠	⚠ Contact/Lead
Admin toggle incoming/outgoing attachments + file-type filter	✓	✗	⚠ Show/hide button	✗	✗
Attachment count shown + file preview + added to record	✓	⚠	⚠	⚠	⚠
Emoji picker with categories + search	✓	⚠ Not guaranteed	⚠ Picker, no search	✗	⚠

Notifications, Users & Error Logs					
Email notification on incoming	✓ Org-wide email	✓	✓ + reply-as-SMS	✗ Bell/push only	⚠ Form-response only
Salesforce (bell/push) notification	✓	✓	⚠	✓	✓
Per-user notification & number assignment	✓ User Setup	⚠	⚠	⚠	⚠
Dedicated error log (failures + integration errors)	✓ Client Log	✓ Error Logs tab	✓ Error Logs	⚠	⚠ Debug field

3. Where Application House Differentiates

Features documented for the Application House Messenger App that none (or almost none) of the four main competitors publicly document:

- **Agentforce as a core, included capability** – competitors either bolt Agentforce on as a paid add-on or rely on their own AI / ChatGPT (360 SMS, WatBox). None makes native Agentforce the centre of the product.
- **Full record-management engine** – configurable duplicate handling (oldest / newest / create new), SOQL *WHERE*-clause custom filters, explicit None / Match / Create / Match-or-Creat modes, and multiple record managers per number. No competitor documents this depth.
- **Per-record-manager Agentforce agent selection and configurable bot session length in minutes** – not documented by any competitor (they inherit only WhatsApp’s fixed 24-hour window).
- **Message-source transparency** – every message labelled User / Bot / Flow / Trigger / Bulk-List-View / Campaign / Report, in both the conversation view and the inbox source filter.
- **Rich inbox** – date-range filters (Today ... 120 days), source filters, pin-conversation, compose-from-inbox, and a per-agent view of every virtual Agentforce agent’s conversations.
- **Opt-out by message type** (marketing vs system vs informational), beyond the single opt-out checkbox every competitor offers.
- **Admin-controlled attachment governance** – enable/disable incoming and outgoing attachments and restrict file types, plus in-conversation file preview and attachment counts.
- **Delivery lifecycle including Read status** for SMS – competitors generally stop at delivered (read status only via WhatsApp).
- **Simple per-user pricing** (\$10–\$30/user/mo) that includes Agentforce – versus SMS Magic’s \$200/user/mo AI tier or Mogli’s \$5.2k–\$28.9k/yr org licences.

4. Sources

All competitor claims verified from the following vendor-owned pages, documentation and AppExchange listings.

SMS Magic / Conversive

sms-magic.com · docs.sms-magic.com · AppExchange [Converse listing](#) & [Agentforce listing](#) · data-security, registration, incoming-actions, conversation-settings, error-logs and plans/pricing docs.

360 SMS App (360 Degree Cloud)

360smsapp.com (360degreecloud.com/360-sms-app redirects here) · AppExchange [listing](#) · manual pages: conversation-view, utility-bar, conversation-manager, whats-app, itext, chatgpt, sticky-sender · blog: emojis, salesforce-flow-sms-trigger-any-object, email-alerts-on-incoming-sms · [faq](#).

WatBox / ChatBox (Inno Valley Works)

watbox.ai · innovalleyworks.com/product-chatbox · AppExchange [WatBox listing](#) · pages: salesforce-whatsapp-integration, whatsapp-business-template-messages, automate-the-whatsapp-response, salesforce-whatsapp-to-case, salesforce-ai-receptionist-app, salesforce-sms-deployment-steps, whatsapp-coexistence-guide, watbox-salesforce-faq. (*ChatBox is an internal Salesforce team-chat product; WatBox is the customer-messaging platform used for comparison.*)

Mogli

mogli.com · guide.mogli.com · trust.mogli.com · AppExchange [listing](#) · docs: Gateway Types, Mogli Inbox, Mogli AI, Mogli for Agentforce, Conversation View, WhatsApp, Bulk Messaging, Opt-Out Automation, Notifications, Error Message Handling, Automated Text Messages, Merge Fields · mogli.com/pricing & [/features](https://mogli.com/features).

Application House

applicationhouse.com – [AI Agent SMS & WhatsApp Messenger App](#) · internal product feature specification.

Ratings & wording marked “Not documented” reflect the absence of a public source at the time of research (22 Aug 2026), not necessarily the absence of the capability. Prices and ratings change – re-verify before external publication.