

Case Study



"Our dev team loved CometChat."



Rohan Shah
Co-Founder & CEO

INDUSTRY

Social Community

LOCATION

Mumbai

ABOUT LIFE QUEST

LifeQuest helps people connect with counselors, coaches, and peers to help manage, maintain, and improve any relationship — personal, professional, or romantic. It offers personalized relationship coaching via 1:1 chat, anonymous counseling via group chat, and virtual meet-ups to help users improve parenting, career, friendships, and more. Founded in 2021, it has seen tremendous growth in user traction, retention & engagement in just one year.

www.lifequest.in

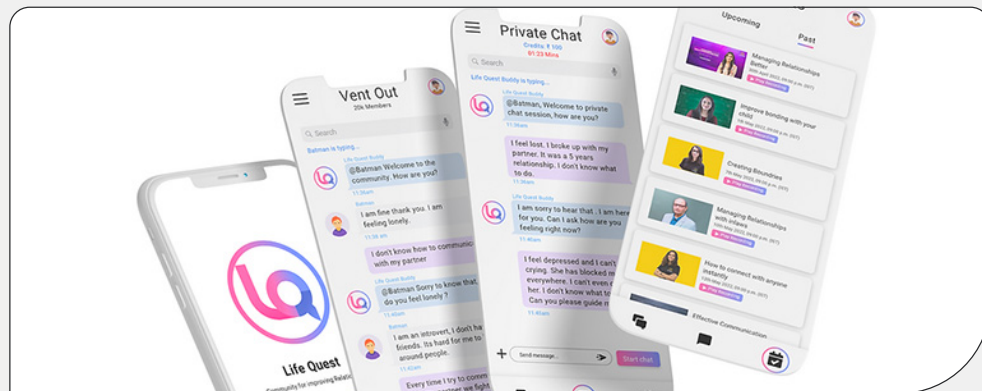
WHY COMETCHAT

Reliability

Customizability

Technical Documentation

How In-app Chat Helped One Community App 11x Engagement



Market Potential, Customer Need, but No Product

In 2020, the founders of LifeQuest saw an opportunity to help people across the world connect, vent, and learn from one another during the lockdowns forced by the COVID pandemic. Its problem, however, was that at that time LifeQuest didn't actually help people connect very well.

Sensing that a product pivot might spur growth, the LifeQuest team began to brainstorm potential new paths with two priorities in mind: move quickly and avoid risk.

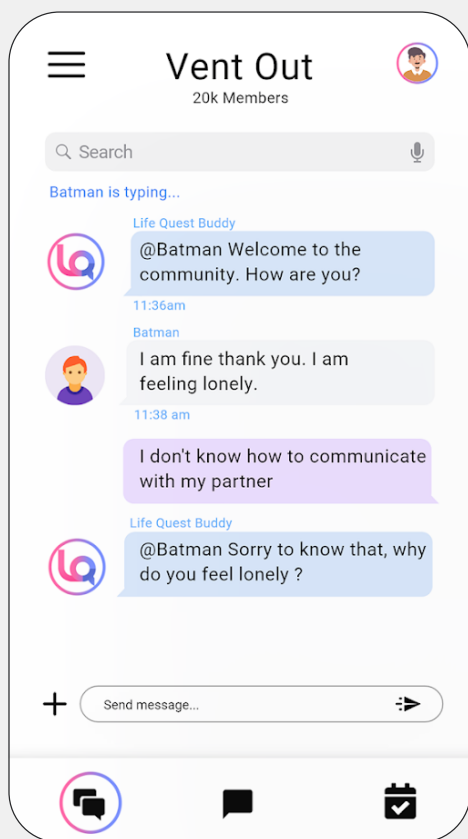
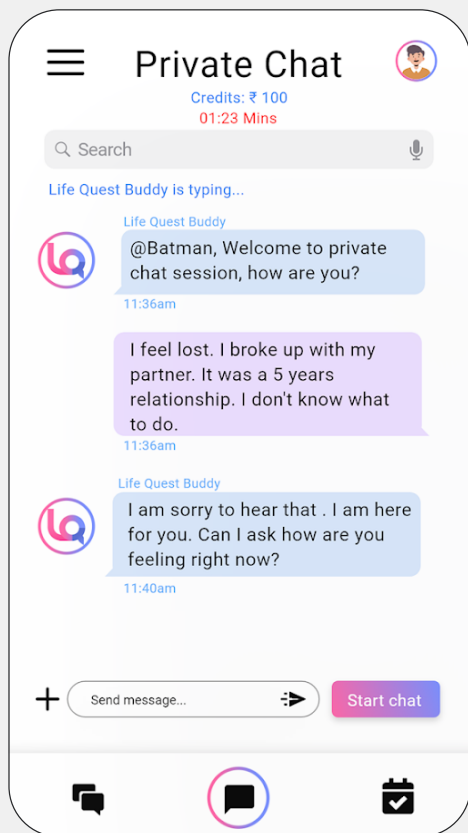
Chat Emerges As a Potential Game Changer

"We seriously considered building chat in-house because of the customizations we needed," said Rohan Shah, LifeQuest co-founder and CEO. "But that would've taken more than six months, plus the substantial cost to build and ongoing costs to maintain and update."

"We already had a live app so we couldn't afford long development cycles and we needed something reliable and stable. Even if we spent the money, the risk of hiring a developer who wasn't capable was very high," Shah said. So they partnered with a development firm, First Economy, and took advantage of CometChat's support for startups to quickly make chat the centerpiece of their product.

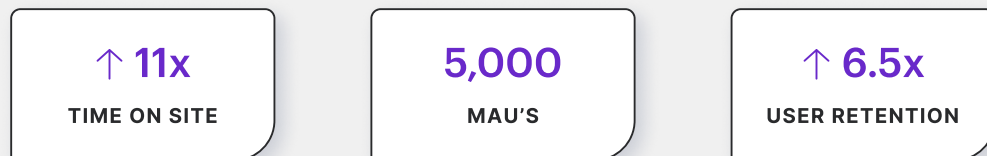
CHAT REQUIREMENTS

- ✓ Reliable and stable platform
- ✓ Quick to implement with short development cycle
- ✓ Able to customize to meet company, product, and customer needs



The Results: Engagement & Retention Sky Rocket

LifeQuest added one-on-one and group chat to its product — including a large, open group chat called “YellOut” — and saw an immediate and dramatic impact.



“We grew from almost nothing to 5,000 active members,” Shah said. “It was firing!”

“After we launched ‘YellOut’, we started tracking our retention numbers,” Shah said. “Our 30-day user retention increased by 6.5 times. We saw our average engagement time go from 1-2 minutes in our app to an average of almost 15 mins.”

Chat transformed the business. “‘Yell Out’ was the exact product market fit that we needed. Finally, we’d made something that our users wanted and liked. We could sense a wave of positivity from our users and community,” Shah said. “We received great feedback on the new chat feature and we knew our users were happier than before.”

Shah's team built an incredible community, but he's quick to point out the important role CometChat played. “Without CometChat we wouldn't have been able to engage users. A lot of the credit for our product and business's success goes to CometChat,” he said.

“Our journey has been very good with CometChat, undoubtedly. A large part of our product success can be attributed to CometChat's team and product.”



Rohan Shah
Co-Founder & CEO



Chat With Us

Connect with the CometChat team to see how we can help quickly implement in-app messaging, and voice & video calling on your website or app. → cometchat.com/contact