

# Userlike Feature Overview

Feature-by-feature description.

**This is the feature overview of Userlike – the messaging solution for website and mobile support. Our customer success team is happy to answer any questions, or show you in a live demo how these features work.**

## 01. Messenger customization

**Color selection and wallpaper.** Freely define the color settings for your Website Messenger and choose a wallpaper design with graphical shapes for a more modern look.

**Font selection.** Upload your own font and use it for the messenger's text.

**Button positioning.** Choose the perfect spot for the messenger button on your page.

**Button style, icons, and text.** Tailor the style, color, icon, and text of your messenger button to the look of your website.

**Default team picture.** Select or upload an image that's displayed instead of the operator picture when no operator is available.

**Language & wording.** Choose between 7 different translations and adjust the messenger's wording to match your brand's voice.

## 02. Chat behavior

**Messenger Board.** Welcome visitors on an opening screen from which they can start new conversations and resume existing ones.

**Conversation transcripts.** Visitors can request and operators can send conversation transcripts.

### Chat modes

**Normal.** Every visitor can start or resume a conversation by clicking the messenger button and sending a message.

**Registration.** A registration form requesting name and email will be shown to unidentified visitors

before the conversation and can be set to required or optional. This mode helps you filter out low quality chats, so you can focus on high quality registered contacts.

**Proactive.** The chat window opens automatically after a time that you can define. Furthermore, every contact can start or resume a conversation by clicking the messenger button.

**Proactive registration.** A combination of proactive and registration mode. The chat window pops up after a predefined time or presents unidentified visitors with a registration form.

**Widget routers.** Set rules to present visitors with the best-suited Widget depending on the information you have about them: the section of the website they are on when starting a conversation, which country they are from, their browser language and more. Managing individual chat setups has never been easier.

### Offline behavior

**Show messenger.** Your selected chat mode applies, visitors get your custom offline message and can choose to leave their own messages and contact details.

**Hide messenger.** Hide the messenger button when no operator is available or outside your service times.

**Contact details filter.** Choose to only receive new conversations from visitors who provide contact details when no operator is available. Focus on serious enquiries by contacts who will definitely receive your reply.

**Service times.** Define service times and base your Website Messenger's availability on it.

### Inactivity options

**Inactivity prevention.** Choose between several automatic actions for when your operator doesn't reply. These include sending customizable inactivity messages, reassigning the conversation or unassigning it and moving it to your Inbox. You can also define a time after which these actions should be triggered.

## Contact location tracking

**Don't gather.** No info about your contacts' location is collected.

**Geolocation IP.** Contacts' location is estimated based on their IP address.

**Geolocation browser API.** Contacts' location is determined using browser API. That's accurate but contacts need to grant permission. If they don't opt in or their browser doesn't support the feature, location tracking falls back to geolocation IP.

## General tracking

**Userlike Analytics.** Track your chat data with Userlike's comprehensive built-in analytics.

**Google Analytics.** Track your chat data with Google Analytics.

## Chat routing

**Default.** Chats are routed to an operator in the group you defined for the Widget.

**Group selection.** Chats are routed to an operator from the group selected by your visitor.

**Skill-based.** Chats are routed to an operator matching the set of skills you defined for the Widget.

## Advanced options

**Conversation timeout.** Define how long your conversation should remain active before being ended.

**Cookie timeout.** Set an expiry date for the cookies Userlike uses to recognize your visitors.

**Link behavior.** Define if onsite and offline links sent in a conversation should open in the same browser tab or a new one when contacts click them.

**Supported media.** Choose to limit the type of media that your contacts and operators can share in conversations.

**De-branding.** Hide the Userlike logo displayed to visitors in the Website Messenger.

**Reply-to email.** Specify an email address that your contacts can reply to whenever they receive automated emails from you via Userlike.

**Receive email replies in the Message Center.** Allow contacts to reply to Userlike emails via email and receive their replies in the Message Center.

## Notifications

**Operators.** Define which audio and browser notifications you and your operators receive for

certain events, both on an individual and on a team level.

**Contacts.** Notify contacts about unread messages via email.

**Email notifications for operators.** Allow operators to receive notifications and conversation transcripts via email.

## Customer feedback

**Chat rating.** Let your contacts rate the service they just received via star rating and optional comment.

**Surveys.** Ask contacts a multiple-choice question right before or after the conversation.

## 03. Conversation management

**Message Center.** One central hub for all your customer interactions.

**Inbox.** An overview of all your active conversations, divided into those assigned to you and those waiting to be assigned.

**All conversations.** A collection of all of your team's conversations, ongoing and ended. Sort and find conversations through various filter options like date range, operator, status, topics, rating, language and more.

**Conversation status.** Status labels on all conversations that allow you to directly see which of them need your attention most.

**Conversation topics.** Tag your conversations with topics for better organization.

**File export.** Download your conversations as CSV files, individually or in bulk.

## 04. Contact management

**Contact list.** Browse and filter contacts in an overview that shows you their main information along with the conversations you had with them.

**Contact profiles.** View and update your contacts' data in comprehensive profiles. These can include their name, email, location, browser, OS, previous conversations and any information you add yourself, including contact-specific notes.

**Fullcontact integration.** Userlike automatically builds a customer profile based on your contacts' publicly accessible information when they provide their email address. Can be disabled for data privacy purposes.

## 05. Messaging

**Chat macros.** Set up canned messages for common questions and situations. Send them directly or edit them first.

**Push macros.** Send your contacts to predefined URLs via keyboard shortcuts.

**Macro groups.** Organize your macros in groups.

**Chat commands.** Trigger conversation-related actions through keyboard shortcuts. These include changing the conversation's status or topic, updating the contact's information or blocking them, requesting a chat rating from the contact and more.

**Live Translation.** Deliver multi-language support at the click of a single button. Your messages are translated into one of over 10 languages at your disposal and your contact's messages are translated into the language set in your operator profile.

**Notes.** Add notes to conversations, for example to provide information for the handover to another operator. You can update and delete them at any time.

**Live preview.** See what your contacts are typing before they send it to provide quicker answers. Can be disabled for data privacy purposes.

**Conversation forwarding.** Boost team collaboration by reassigning conversations to fellow operators or operator groups.

**File sharing.** Share and receive various types of media, like images, videos, documents or media links in the dialogue area, ready to be viewed in previews and players.

**Voice messaging.** Share and receive voice messages if your contacts prefer audible support.

**Contact details.** View and update information of the contact you're speaking with in a customizable quick profile right next to the dialogue area.

**Audio calls.** Offer in-browser audio calls to contacts during website conversations. Perfect for discussing complex issues, building a customer relationship and/or capturing a lead.

## 06. Channels

Allow your contacts to reach you from whatever device they run one of the following apps on. When they send you messages via one of these channels, they will pop up in your Message Center so that your operators can deliver the best support.

**Website.** Help customers directly via the chat button on your website.

**WhatsApp Business.** The world's number one messaging app.

**Facebook Messenger.** One of the most dominant communication tools of our time.

**Telegram.** The fast-growing messenger application with a focus on privacy and usability.

**SMS.** It's platform-independent, runs on every mobile phone and doesn't rely on an internet connection. With our integration, you can send and receive SMS and MMS right in your Message Center.

**Threema.** The most secure messaging channel in terms of data privacy and protection.

**Custom.** Easily connect any message-based system to Userlike and complement the channels we already support. This could be your own SMS gateway, or your email server.

## 07. Analytics

**Dashboards.** Compile your own custom view with up to ten of the KPIs we offer.

**Impressions.** Numbers on your overall chat traffic, including the number of conversations you had in a given time.

**Conversation insights.** Details on the length and flow of your conversations. Includes your average conversation duration as well as your number of inbound and outbound messages.

**Quality.** Metrics to assess the quality of your messaging service. Includes response times for different scenarios, satisfaction rating, feedback count and the number of unanswered conversations.

**Messenger availability.** Your availability for live conversations on a timeline.

**Operator status.** Your operators' status and availability on a timeline.

**Goals.** Metrics to assess your performance based on the goals you reached.

**Missed opportunities.** Data on the conversations you missed while you were offline.

**Topics.** The types of inquiries you get and their frequency.

**Surveys.** How contacts answer your surveys before and after conversations.

**Contacts.** Detailed information on who uses your messaging service. Includes metrics on unique visits, browsers and countries of your contacts.

## 08. Team

**Operator groups.** Divide up your team by expertise, for example by language and match them to your customers' questions.

**Roles.** Assign roles to your operators to define their level of access to customer data and different areas in Userlike. Fine-tune the level of access associated with a role.

**Skills.** Assign skills to your operators to instantly guide customers to the person best able to handle their specific question.

**Operator aliases.** Choose an alias name and profile image that's displayed to your customers, allowing your team members to stay anonymous.

**Operator anonymization.** Anonymize your operators' data that's displayed in Analytics.

## 09. Account

**Organizations.** Create new sub-organizations in addition to the default organization, which comes with every account. Useful for larger organizations to reflect their organizational structure within Userlike.

**Audit log.** Shows you exactly what account changes were made, when, and by whom.

## 10. Data privacy

**Privacy mode.** When enabled, no data on the customer is collected that is not explicitly provided.

**Privacy notice.** Show a data privacy notice in the messenger that your visitors will have to accept in order to start a conversation.

**Data access.** Easy search, filter, download, and data delete features that make it easy to comply with customer requests regarding insight into what data you have on them.

**GDPR-compliant data deletion.** Easily delete all data related to contacts in a GDPR-compliant manner.

**Automatic data deletion.** Set an expiry date on your contact-related data.

## 11. Integrations

**Box.** Box offers free cloud storage and file sharing services that enables you to securely share and access files online. Use our Box integration to create files from your conversations to keep track of your conversations.

**Campaign Monitor.** Campaign Monitor makes it easy for you to create, send, and optimize your email marketing campaigns. Through our integration you can add your contacts to your upcoming newsletters.

**CapsuleCRM.** Capsule is an online CRM tool that allows you to keep track of the people and companies you do business with. With our integration you can convert conversations into Capsule CRM cases to keep track of your customer interactions.

**CentralStationCRM.** Userlike can be easily integrated with CentralStationCRM, the popular web-based CRM-software from Germany. To reach customer relationship excellence you can send conversations to CentralStationCRM to follow up on contacts, proposals and deals.

**Dropbox.** Dropbox is a free online backup service that lets you bring your documents anywhere and share them easily. Use our Dropbox integration to create files from your conversations to keep track of your conversations.

**EmailTicket.** With our EmailTicket integration we provide a way to receive notifications via specified email addresses. Subscribe to a set of events for which you will receive an email with a JSON file attached.

**Freshdesk.** The online customer support software and helpdesk solution. With the Userlike integration you can create tickets out of conversations and send them to your Freshdesk account.

**GitHub.** GitHub is the famous web-based hosting service for software development projects. With our integration you can convert conversations into GitHub issues, allowing you to easily integrate detailed customer bug reports in your process.

**Help Scout.** Help Scout is an easy to use help desk software that enables small companies to provide their contacts with personalised support. With our integration you can convert conversations into Help Scout conversations to keep track of your customer interactions.

**Highrise.** Highrise is a web-based CRM-software used by many small and medium-sized businesses. This Userlike integration lets you push valuable conversation contacts to your Highrise account. Always be prepared for your next call, meeting or sales pitch.

**HubSpot.** The inbound marketing software platform that helps companies attract visitors,

convert leads, and close customers. With our integration you can convert conversations into HubSpot deals.

**JIRA.** JIRA is easy to use, simple to set up, and has everything you need for IT support and customer service. It provides bug tracking, issue tracking, and project management functions.

**Mailchimp.** The online email marketing solution to manage contacts, send emails and track results. With our integration you can subscribe your contacts to your MailChimp newsletter list.

**Pipedrive.** The innovative sales CRM tool that allows you to manage and keep the overview of all your sales interactions. With our integration you can convert conversations into Pipedrive deals.

**PipelineDeals.** The sales CRM tool that helps you to organize, track, and manage your deals, leads, and contacts. With our integration you can convert conversations into PipelineDeals contacts to keep track of your customer interactions.

**Salesforce.** Salesforce provides on-demand CRM software services to help companies with global customer communication. This Userlike integration lets you send conversations to your Salesforce account. Be prepared for the next follow-up and customer interaction.

**Slack.** Slack is a team communication tool that offers one-on-one messaging, private groups, persistent chat rooms, direct messaging as well as group chats organized by topic. Subscribe to a set of events for which you receive Userlike notifications in a dedicated Slack channel.

**Trello.** Trello is the free, flexible, and visual way to organize anything with anyone. With our integration you can instantly add your Userlike conversations to your Trello account.

**UserVoice.** UserVoice integrates easy-to-use feedback, helpdesk, and knowledge base management tools in one platform that empowers users to speak and companies to understand.

**Zendesk.** Zendesk is a popular web-based helpdesk software. More than 65 million people around the world receive support from Zendesk-powered customer service departments and help desks. With our integration you can convert conversations into Zendesk tickets to keep track of your conversations.

## 12. API

### Get event notifications.

**Add-on API.** Integrate Userlike into your favorite 3rd party apps or your own notification system.

**Email Callback API.** Send all automatic emails meant for contacts to your own server via a callback URL, instead of sending them through Userlike's email infrastructure.

**Client Tracking API.** If you're already using an external website tracking solution, you can integrate it with Userlike and add Userlike-specific interactions.

**Analytics API.** Easily integrate Userlike with your favorite third-party tracking software, CRM, or your own custom tracking solutions. Enhance our Analytics data with your own and create customized reports.

### Customize Userlike's behavior.

**JSON API.** Manage your conversations or change the operator status remotely. Mind the API rate limits.

**Userlike Messenger API.** Control the Website Messenger's behavior through our Messenger API. It allows you to define the start and flow of your chat communication based on your website's behavior, events, and functions.

**Chatbot API.** Connect any chatbot via our API with Userlike, from simple to highly complex. Let them collect contact information, answer recurring questions and guide customers to the information they are looking for via multi-option menus.

**Userlike Bot Language.** Create your own chatbot directly in Userlike. The Userlike Bot Language (UBL) allows you to write bot scripts and use them in your Widget and messaging channels.

## 13. Other

**Languages.** Userlike's backend is available in the following languages:

- **English**
- **German**
- **French**
- **Spanish**
- **Italian**
- **Dutch**
- **Portuguese**

**Payment options.** For Userlike's paid plans, you can pay with:

- **Credit card**
- **Bank transfer**
- **SEPA direct debit**

If you have any questions, our support team is happy to answer them!

## Features by plan

	FREE	TEAM	CORPORATE	BUSINESS	FLEX
Max. number of customizable Widgets	1	4	10	20	Unlimited
Max. number of operators	1	4	10	20	Unlimited
Max. number of channels	-	1	3	5	Unlimited
Max. number of organizations	-	-	-	-	Unlimited
<b>Messenger customization</b>					
Color selection and wallpaper	✓	✓	✓	✓	✓
Font selection	-	-	-	-	✓
Button positioning	✓	✓	✓	✓	✓
Button style, icons & text	✓	✓	✓	✓	✓
Default team picture	✓	✓	✓	✓	✓
Language & wording	✓	✓	✓	✓	✓
<b>Chat behavior</b>					
Messenger Board	✓	✓	✓	✓	✓
Offer conversation transcripts	✓	✓	✓	✓	✓
<b>Chat modes</b>					
Normal mode	✓	✓	✓	✓	✓
Registration mode	✓	✓	✓	✓	✓
Proactive mode	✓	✓	✓	✓	✓
Proactive registration mode	✓	✓	✓	✓	✓
Widget routers	-	-	-	✓	✓
<b>Offline behavior</b>					
Show messenger	✓	✓	✓	✓	✓
Hide messenger	✓	✓	✓	✓	✓
Contact details filter	✓	✓	✓	✓	✓
Service times	✓	✓	✓	✓	✓
<b>Inactivity options</b>					
End conversation	✓	✓	✓	✓	✓
Inactivity prevention	✓	✓	✓	✓	✓
<b>Contact location tracking</b>					
Don't gather	✓	✓	✓	✓	✓
Geolocation IP	✓	✓	✓	✓	✓
Geolocation browser API	✓	✓	✓	✓	✓
<b>General tracking</b>					
Userlike Analytics	-	-	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓

Chat routing					
Default	✓	✓	✓	✓	✓
Group selection	-	✓	✓	✓	✓
Skill-based	-	-	-	✓	✓
Advanced Widget options					
Conversation timeout	✓	✓	✓	✓	✓
Cookie timeout	✓	✓	✓	✓	✓
Link behavior	✓	✓	✓	✓	✓
Supported media	✓	✓	✓	✓	✓
De-branding	-	-	-	✓	✓
Reply-to email	✓	✓	✓	✓	✓
Receive email replies in Message Center	✓	✓	✓	✓	✓
Notifications					
Operator notifications	✓	✓	✓	✓	✓
Contact notifications	✓	✓	✓	✓	✓
Operator notifications via email	✓	✓	✓	✓	✓
Customer feedback					
Chat rating	✓	✓	✓	✓	✓
Surveys	✓	✓	✓	✓	✓
Conversation management					
Inbox	✓	✓	✓	✓	✓
All conversations	✓	✓	✓	✓	✓
Conversation status	✓	✓	✓	✓	✓
Conversation topics	✓	✓	✓	✓	✓
File export	✓	✓	✓	✓	✓
Contact management					
Contact list	✓	✓	✓	✓	✓
Contact profiles	✓	✓	✓	✓	✓
Fullcontact integration	✓	✓	✓	✓	✓
Messaging					
Macros (chat, push, groups)	✓	✓	✓	✓	✓
Chat commands	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓
Live Preview	✓	✓	✓	✓	✓
Conversation forwarding	-	✓	✓	✓	✓
File uploads	✓	✓	✓	✓	✓
Voice messages	✓	✓	✓	✓	✓

Contact details	✓	✓	✓	✓	✓
Audio calls	-	-	✓	✓	✓
Live Translation	-	-	✓	✓	✓
<b>Channels</b>					
		<b>Website + 1 Channel</b>	<b>Website + 3 Channels</b>	<b>Website + 5 Channels</b>	<b>Unlimited</b>
Website	✓	✓	✓	✓	✓
Facebook Messenger	-	✓	✓	✓	✓
Telegram	-	✓	✓	✓	✓
SMS	-	✓	✓	✓	✓
Threema	-	✓	✓	✓	✓
Custom	-	✓	✓	✓	✓
WhatsApp Business	-	✓	✓	✓	✓
<b>Analytics</b>					
Access to all KPIs	-	-	✓	✓	✓
<b>Team</b>					
Operator groups	✓	✓	✓	✓	✓
Roles	-	✓	✓	✓	✓
Skills	-	-	-	✓	✓
Operator aliases	✓	✓	✓	✓	✓
Operator anonymization	-	-	✓	✓	✓
<b>Account</b>					
Organizations	-	-	-	-	✓
Audit log	✓	✓	✓	✓	✓
<b>Data privacy</b>					
Privacy mode	✓	✓	✓	✓	✓
Privacy notice	✓	✓	✓	✓	✓
Data access	✓	✓	✓	✓	✓
GDPR data deletion	✓	✓	✓	✓	✓
Automatic data deletion	✓	✓	✓	✓	✓
<b>Integrations</b>					
Access to all add-ons	-	✓	✓	✓	✓
<b>API</b>					
Add-on API	-	✓	✓	✓	✓
Email Callback API	-	-	-	✓	✓
Client Tracking API	-	-	-	✓	✓
JSON API	-	-	-	✓	✓



Messenger API	-	-	-	✓	✓
Analytics API	-	-	-	✓	✓
Chatbot API	-	-	-	✓	✓
Userlike Bot Language	-	-	-	✓	✓
<b>Other</b>					
7 Dashboard languages	✓	✓	✓	✓	✓
<b>Payment options</b>					
Credit card	-	✓	✓	✓	✓
SEPA direct debit	-	✓	✓	✓	✓
Bank transfer	-	only annual billing	only annual billing	only annual billing	only annual billing
<b>Billing rhythm</b>					
Monthly	-	✓	✓	✓	-
Annual (12 months)	-	✓	✓	✓	✓
Biannual (24 months)	-	✓	✓	✓	✓

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