Customize the widget contact form

Widget and embeds

Make the widget's "Message our team" form ask for what your team needs, such as a name, a company or a topic, and attach the page and article the visitor wrote from. Every message then reaches your inbox, your ticketing system, or both, ready to triage without a round of follow-up questions.

Who can do this: Owners and Admins. Editors can open the form to look at it. · **Plans:** All plans

Until you customize it, the widget keeps its standard form: the visitor's email and a message, emailed to your contact form's **Recipient email**. Nothing changes for your visitors until you save your own form.

Open the contact form editor

1. In the left menu, click **Embeddables**.
2. Open the **Contact form** tab. On the **Widget** tab, the **Customize** button in the **Message our team** row takes you there too.
3. Click **Customize form**. The editor opens full screen, with the form on the left and a **Live preview, as visitors see it** on the right.

4. Make your changes, then click **Save and use this form**. From then on, the button reads **Save form**.

Once your form is saved, the **Contact form** tab lists its fields and where messages go, and the button reads **Edit form**. Click **Discard** in the editor to throw away changes you haven't saved.

Add and arrange fields

Every form starts with two fields that can't be removed: the visitor's email, which is where your reply goes and is always required, and the message. A form holds up to 10 fields, these two included.

1. Under **Fields**, click a ready-made field: **Name**, **Company**, **Phone** or **Topic**. **Topic** is a dropdown with four choices: A question, Something is not working, Billing and Feedback.

2. For anything else, click **Another field** and pick a type.

3. Click a field to open its settings, and fill them in.

4. To change the order, drag a field by its handle. With the keyboard, focus the handle and use the up and down arrow keys.

5. To remove a field, click its trash icon.

Type	What visitors get
Short text	A one-line box

Long text	A box for a longer answer
Email address	A box that only takes a valid email address
Phone number	A box that only takes a phone number
Web address	A box that only takes a web address
Dropdown	A list to pick one choice from, with up to 20 choices
Checkbox	A single box to tick. Made required, visitors must tick it to send, as for a consent.
Hidden, set by your website	Nothing. Your website fills in the value, such as a customer number, as described below.

Field settings

- **Label**: the text visitors see next to the field, up to 120 characters. For a hidden field, it names the value in emails and webhooks.
- **Placeholder**: the hint inside an empty box, up to 120 characters. Dropdowns, checkboxes and hidden fields have none.

- **Help text**: a line shown under the field, up to 240 characters.
- **Field name**: the field's key in webhooks and in your website's code. Use lowercase letters, digits and underscores, starting with a letter, 40 characters at most. A few names are reserved for the form itself, such as email, message and locale, and the editor says so when you pick one.
- **Type**: switch a field to another type without starting over.
- **Required**: visitors can't send the form without it. The email field is always required.
- **Choices** (dropdowns only): each choice has the text visitors see and a value that goes into emails and webhooks. Click **Add choice** for another.

You can't rename the email and message fields or change their type, but you can relabel them. Give the message field your own label, or switch its **Required** off. A required message needs at least 5 characters.

Write it in each of your languages

If your help center has more than one language, the top of the editor shows a button for each language code. Pick one, then write that language's labels, placeholders, help texts and choices. The preview switches with it.

A text you leave empty falls back to your default language's text, and then to the widget's own wording, which you can translate in **Localization** → **Interface translations**. The ready-made fields arrive already written in Swedish, Danish, Norwegian, Finnish, German, French, Spanish and Dutch. In your other languages they start in English, ready for you to translate.

Change the button and the thank-you message

Under **Button and thank-you**, set the **Send button** text (up to 40 characters) and the **Thank-you message** visitors see after sending (up to 300 characters). Leave either empty to keep the widget's own wording, **Send message** and a thank-you that names

the visitor's email address.

Choose what goes with each message

Under **Attached context**, choose what your team gets beside the visitor's answers. The defaults attach nothing the visitor typed.

Setting	Starts as	What it attaches
Page the widget was opened on	**Path only**	The address of the page the visitor wrote from. **Path only** leaves out the query string, which can carry personal data and sign-in tokens. **Full address** keeps it, and **Off** attaches no address. Only a page on one of your embedding origins is attached.
Article being read	On	The article's title and address, when the visitor writes from an article with **Still stuck? Message our team →**. After going back to the home screen, they're no longer reading it, so nothing is attached.
Widget language	On	The language the visitor used the widget in
Last search or AI question	Off	What the visitor last searched for or asked the AI assistant

AI answer, shortened	Off	The first 500 characters of the AI answer the visitor got, and a reference to the conversation

When a message carries the visitor's question or the AI answer, the form tells them so before they send: "Your last question and our answer will be attached, so we can help faster."

Deliver messages by email

Under **Email**, **Email each message** is on to start with.

1. In **Send to**, type an address and press Enter. Add up to 3. With none, messages go to your contact form's **Recipient email** and follow it when it changes.

2. In **Subject**, write the subject line, up to 150 characters. Click a token under the box, such as {site} or {topic}, to put the visitor's answer or your help center's name into it. Leave it empty for "New support request from {site}". An answer that looks like a link or an email address is left out of the subject; the body always has it.

The email lists every field as "Label: value", then the context you chose, in both HTML and plain text, so a ticketing inbox can read it. It comes from no-reply@helpcenter.io, under a sender name made of the visitor's email and "via HelpCenter.io", with the visitor's address as the reply-to address, so you answer by replying. A value from your website is marked as set by your website and not verified, and an email verified by single sign-on is marked as verified.

Send messages to your ticketing system

A webhook sends each message to your help desk, Zapier, Make, n8n or your own endpoint as signed JSON, ready to become a ticket. You can use it instead of email or as well.

1. Under **Webhook to your ticketing system**, paste your endpoint's address into **Endpoint URL**. It must start with https:// and lead to a public server.

2. Click **Add webhook**.

3. Copy the signing secret right away and store it with your endpoint. It's shown only this once. Your endpoint uses it to check that a message really came from HelpCenter.io.

4. Click **Send test**. The result says whether your endpoint took it. The test is marked as a test, so your endpoint can tell it apart from a real message.

The webhook's badge shows **On** or **Paused**, and a line under the address says what came of the last message: delivered, being retried, or not delivered and why. On the **Contact form** tab, **Last delivery failed** flags a message that didn't get through.

- **No ticket twice.** A message is retried for a few minutes while your endpoint can't be reached, but never once it may have arrived.

- **No message lost.** With email off, a message the webhook doesn't take is emailed to you instead, with a note saying whether a ticket may exist already.

- **Changing or removing it.** Edit the address and click **Save address**, or click **Remove webhook**. Only Owners and Admins see the address.

The message format, the contact.submitted event and how to verify the signature are on the developer portal. See Webhooks.

Fill the form from your website

Your website's code can fill in hidden fields, such as a customer number or a plan, and give visible fields a starting value the visitor can change. The editor's **Fill it from your website** section shows the code for your own fields. A developer can set the values with hcWidget.setContactFields() or the contactFields option. See Widget JavaScript API and

Widget options on the developer portal.

Visitors signed in to the widget with single sign-on get their verified email filled in and locked.

Running your own contact form or chat? The widget can open it instead of this form and hand it the context you switched on. See Handle contact requests yourself on the developer portal.

Go back to the standard form

1. On the **Contact form** tab, click **Use the standard form**.

2. Confirm with **Use the standard form**.

The widget asks for an email and a message again, mailed to your contact form's **Recipient email**. Your fields, texts and context settings are removed. Remove the webhook first: the standard form only sends email.

Troubleshooting

The form isn't saved: "Turn on email or add a webhook, or messages from the widget would have nowhere to go." A form that would deliver to nobody isn't saved, since the widget would stop offering contact. Switch **Email each message** on, or add a webhook.

The form isn't saved: "Add a recipient: your help center's contact form has no recipient email to send these messages to." Email is on but has no address to go to. Add one in **Send to**, or set your contact form's **Recipient email**. See Set up your contact page and form.

Removing the webhook says "Turn on email first, or messages from the widget would have nowhere to go." The webhook is the form's only destination. Switch email on and save the form, then remove the webhook.

Use the standard form is greyed out. The form has a webhook, and the standard form only sends email. Remove the webhook first.

The test isn't delivered. The result says why, for example that the address doesn't lead to a public server, that the endpoint answered with a redirect, which isn't followed, or that it didn't answer in time. Use the endpoint's final https:// address and check that it's reachable from the internet. You can send up to 6 tests a minute.

Messages arrive without the page address. Check that **Page the widget was opened on** isn't **Off**, and that the page's website is on your embedding origins.

Visitors of a private help center see "The contact form could not be loaded." On a private or password-protected help center, the widget loads your form once the visitor is signed in. Visitors can click **Try again**. If it keeps happening, check that they're signed in to your help center.

Related articles

- Let visitors message your team from the widget
- Set up your contact page and form
- The contact form or "Ask us" button is missing
- Choose which websites can show the widget
- Webhooks on the developer portal