

HelpCenter.io for SaaS companies

Why HelpCenter.io

SaaS teams use HelpCenter.io to put help inside their product, keep their docs in step with each release, and let customers and AI tools answer from the same set of articles. Here's what that looks like in practice.

Help inside your product

- **The widget** adds help to your app or website with one snippet. Users search and read articles without leaving the page. See [Add the widget to your website](#).
- **Suggestions for the current page:** with AI Answers on, the widget suggests articles based on the page a user is on, and answers their questions from your articles.
- **Help from your own interface:** a JavaScript API lets your own buttons and links open the widget or a specific article. See [Widget JavaScript API](#) on the developer portal.
- **Proactive messages** invite users into the widget at the moment they need it. Every plan can use page address and time on page rules; Growth and Catalyst add rules such as scroll depth, exit intent and custom events sent from your code. See [Invite visitors with proactive messages](#).

Docs only your customers can read

- **Single sign-on (JWT):** keep your help center private and let customers in with the login they already use in your app. Catalyst. See [Sign readers in with your own login \(JWT SSO\)](#).
- **A signed-in widget:** pass a token to the widget so signed-in customers can read a private help center inside your app. Catalyst. See [Sign readers into the widget with a JWT](#) on the developer portal.
- **Help only inside your app:** JS-only access shows your help center only through the embedded widget, not as a standalone site. See [Show your help center only inside your app](#).
- **Private categories and articles** for content that isn't ready yet or isn't for everyone.

Ship docs with your releases

- **Staged changes:** edit live articles on a staged copy while readers keep seeing the current version.
- **Change sets:** group the updates for a release and publish them together, right away or at a scheduled time. See [Release many changes together with change sets](#).
- **Release notes:** start each entry from the built-in Release notes template.
- **Version history** shows who changed what and when, and lets you restore an earlier version.

Staged changes and change sets are part of Catalyst and are in early preview. Both also work over the API: see [Staged changes and versions](#) and [Publish release notes with change sets](#) on the developer portal.

Built for technical content

- Code blocks with syntax highlighting for nearly 40 languages.
- An API endpoint block that documents a request and gives readers ready-to-copy cURL, JavaScript, Python and PHP samples.
- A REST API on every plan to create and update articles from your own tools, and webhooks that tell your systems when content changes. See [The HelpCenter.io API](#) and [Webhooks](#) on the developer portal.
- A Markdown version of every page and an llms.txt file, so AI tools can read your docs cleanly.

AI that answers from your docs

- **AI Answers** replies to questions in your help center and the widget using only your published articles, and shows its sources. Catalyst, or the AI add-on on Bootstrap and Growth.
- **Your customers' AI assistants:** every public help center has a read-only MCP server, so developers can search your docs from Claude, ChatGPT, Cursor or VS Code. See [Let readers use your help center in their AI assistant](#).
- **Your team's AI agents:** on Growth and Catalyst, connect Claude, ChatGPT or your own agent to draft, update and organize articles and read your statistics. See [Connect Claude, ChatGPT and other AI agents](#).

Works with your support tools

Support agents can find and share articles from inside Zendesk, Front and HubSpot. When users can't find an answer, the widget can open your chat tool, such as the Intercom Messenger, Chatra, tawk.to or Gorgias. See [Integrations overview](#).

Which plan fits

You need	Plan
The widget, your own domain, the API and webhooks	Every plan
A team of up to 10, several languages, all proactive message rules, AI agents	Growth
An unlimited team, single sign-on, AI Answers included, AI translation, staged changes and change sets (early preview)	Catalyst
AI Answers on Bootstrap or Growth	The AI add-on

See [Plans and pricing](#) for the full comparison.

Related articles

- [Is HelpCenter.io right for my company?](#)
- [Add the widget to your website](#)
- [Sign readers in with your own login \(JWT SSO\)](#)
- [Connect Claude, ChatGPT and other AI agents](#)