# Integrations overview

**Integrations and API**

Connect HelpCenter.io to the help desk, chat and AI tools your team already uses, so your articles reach people wherever they ask for help. For anything else, build on the API.

**Who can do this:** Owners and Admins · **Plans:** All plans (a few features need a specific plan, noted below)

## Help desk and messaging integrations

You'll find these under **Settings** → **Integrations**: in the left menu, click the gear icon, then **Settings**, and scroll to the **Integrations** card. Each switch acts straight away, and switching one off disconnects it. Front and HubSpot also ask for credentials, which you save on their card.

| Integration | What your team gets |
| --- | --- |
| Zendesk | A ticket sidebar to search articles, see suggestions for the ticket and insert a link or the whole article into a reply. |
| Front | A sidebar to search and insert articles, create new ones from a conversation and draft AI replies from your articles. |

| | |
|---|---|
| HubSpot | A card on tickets to browse and search articles and see suggestions for the ticket. |
| Intercom | Article search in the Messenger, article suggestions in the Inbox, and Fin trained on your published articles. |

AI suggestions and AI replies in these integrations need the Catalyst plan, or the AI add-on on Bootstrap and Growth. Slack is listed as **Coming soon**.

**Zapier** is available on request while the app is private. In **Settings** → **Integrations**, an Owner or Admin clicks **Request access** on the Zapier card. Our team adds you, then Zapier emails you an invite.

# Your website and product

- **The widget** puts search and your articles in a panel on any page of your website or app. See Add the widget to your website.
- **FAQ sections** embed a set of FAQs anywhere on your site. See Embed FAQ sections on your website.
- **Your whole help center** can live inside your app, on the Growth and Catalyst plans. See Embed your help center in your app on the developer portal.

## WordPress

The HelpCenter.io plugin for WordPress is free in the WordPress plugin directory. It sets up the widget and FAQ sections for you, with no code to copy. Once it's connected to your help center, it:

- adds the widget to your pages, and lets you choose which pages show it, which corner it sits in and whether it follows the page's language (it works with WPML and Polylang);
- adds your site to **Embedding origins** in one click, so your help center doesn't refuse the widget;
- shows your FAQ sections in the block editor: add one to a page with the **FAQ Section** block, or with the [helpcenter_faq id="…"] shortcode in the classic editor and page builders. One click adds your site to a section's **Display on URLs**;
- can sign your WordPress users in to your help center, so they read private articles without a second account. This uses JWT single sign-on, on the Catalyst plan.

To set it up:

1. In WordPress, go to **Plugins** → **Add New Plugin**, search for **HelpCenter.io**, then click **Install Now** and **Activate**.
2. In HelpCenter.io, create an API key named "WordPress" with **Read & write** access, and copy it.
3. In WordPress, click **HelpCenter.io** in the admin menu, paste the key and click **Connect**. The widget is switched on for every page.
4. Check the **Setup** list on the same screen. It shows what's left, each item with its fix. If it says your site isn't allowed to show the widget yet, click **Allow** next to your site's address: the widget doesn't appear until your site is on **Embedding origins**.

For single sign-on, the plugin shows a **Login URL for your help center** that ends in admin-post.php?action=helpcenter_io_sso. Paste that one into HelpCenter.io, not your wp-login.php address. The plugin's FAQ on WordPress.org has the steps.

## Other website builders

For Webflow, Shopify, Wix and other site builders there's no plugin, and you don't need one. Any site or tag manager that lets you add custom HTML before the closing </body> tag can run the widget.

## Live chat tools

Keep your live chat for the questions your articles don't answer: when a visitor can't find what they need, the widget opens your chat instead of its own contact form. Step-by-step recipes:

- Integrate the widget with HelpCenter.chat live chat: our own live chat and shared inbox, with a free plan. Its messenger can also search your articles, and its AI agent can answer from them. See Connect HelpCenter.chat.
- Integrate the widget with the Intercom Messenger
- Integrate the widget with Chatra
- Integrate the widget with tawk.to
- Integrate the widget with Gorgias Chat

Using another tool? See Handle contact requests yourself on the developer portal.

## AI assistants

- **Public MCP server**: readers can connect your help center to their own AI assistant and ask it questions. Included in every plan. See Let readers use your help center in their AI assistant.
- **AI agents**: connect Claude, ChatGPT and other agents so they can read, write and manage your content. Growth and Catalyst plans. See Connect Claude, ChatGPT and other AI agents.

## Build your own

- **REST API** at https://api.helpcenter.io/v1, on every plan. See The HelpCenter.io API and Create an API key.
- **Webhooks** notify your server when articles or categories change. See Webhooks on the developer portal.
- **Statistics** are available through the API too. See Analytics on the developer portal.

## Analytics tools

HelpCenter.io's own statistics work without any setup. To also send your traffic to Google Analytics or Google Tag Manager, add their code in the template editor. See Add Google Analytics or Google Tag Manager.

## Related articles

- Connect Zendesk
- Connect Front
- Connect HubSpot
- Connect Intercom
- The HelpCenter.io API
- Create an API key
- Connect Claude, ChatGPT and other AI agents