

# Loyalty Plan Features

The Loyalty Plan includes all the features we know you'll love.

## Communicate

Feature	Description
Unified Conversations	Everything in one place. Kayako unites conversations across multiple channels for effortless customer service.
Email	Connect unlimited email addresses to Kayako - no difficult integration or configuration necessary.
Messenger	Real-time chat, as it should be. Your customers can start new conversations on any webpage, or pick up previous conversations where they left off.
Twitter	Turn your followers into loyal customers. Support and engage your customers through Twitter as easily as email.
Facebook	Turn your Facebook page followers into loyal customers.
Messenger - proactive engagement rules	Help visitors become customers. Recognize when a customer needs help and proactively start a conversation.
Mobile apps	Native iOS and Android apps for Kayako are fast, smooth and beautiful. Stay in touch with your customers and your team, wherever you are.

## Collaborate

Feature	Description
Teams	Everything in one place. Kayako unites conversations across multiple channels for effortless customer service.
Agent collision prevention	No need to duplicate time and effort. See who is viewing or editing a conversation in real-time.

## Context

Feature	Description
User profiles	User profiles bring everything together in one place. See the user's support history combined with their events and activities, internal notes, tags, and any custom fields.
Organization profiles	Organization profiles bring everything together in one place. See the support history from everyone in the organization combined with events and activities, your internal organization-level notes, tags, and custom fields.
Shared organizations	Every customer can see all support tickets for their organization, and give a user the ability to manage their organization too.
Custom conversation fields	Make sure you're asking the right questions. Collect the right information you need to give a great customer experience.

## Help Center

Feature	Description
Help Center	Create a beautiful Help Center that lets your customers find the answers they need themselves and submit new requests.
Rich text Help Center articles	Make answers stick with engaging images, gifs and even videos inline with text content. All with our simple-to-use editor.
Social sign-in for Help Center	Provide a smoother help center experience with one less password to remember. Let customers log in with their Facebook or Twitter account.
Help Center article rating	Create better content with direct customer feedback from article ratings, and track how much more useful it gets with each edit.
Responsive, mobile-friendly Help Center	Responsive by design, your help center can be accessed on any device, anywhere.

## Productivity

Feature	Description
Unified Search	Search across conversations, customers, organizations, help center articles and more. It's search that works.
Macros	Not just your basic pre-defined responses. Macros can automatically create replies or notes, and conversation properties too. Give your agents super productivity power.
Macro placeholders	Macros don't need to be impersonal. Use placeholders to personalize pre-defined responses for a better customer experience.
Views	You can create views to display any subset of conversations that meet the criteria you choose - for example, those assigned to a specific team, or those from VIP customers.
Custom forms	Tailor and simplify the experience for your customers and your agents with custom forms.
Internal Help Center	Create a private space on your Help Center, just for your agents. Share great answers, troubleshooting tips, and more.
Attachments	Accept file attachments by email, and download them directly from Kayako.
Two-way email processing	Your agents can reply to customer conversations by email. Perfect for when you're on the move.

## Workflow

Feature	Description
SLA plans	Set service level agreements, and Kayako will flag when things start to go off course so you can get back on track.
Trigger automations	Create advanced automations based on conversation actions - like sending a notification to Slack when a conversation is escalated.
Monitor automations	Create useful automations based on time - like notifying a team manager when a conversation is more than 7 days old.
Business hours	Specify your team's working hours to precisely measure SLAs.
Business hour holidays	Create exceptions to your usual working holidays
Custom priorities	Create your own conversation priorities for advanced workflows and automations.

Custom statuses	Create your own conversation statuses for advanced workflows and automations.
Custom types	Create your own conversation types for advanced workflows and automations.
Suspended messages	Nobody likes spam. Kayako will flag up incoming email messages that look like spam, automatically-generated emails, and autoresponders for your review.
SLA plans	Set service level agreements, and Kayako will flag when things start to go off course so you can get back on track.

## Insights

Feature	Description
Insights	Measure your performance and impact. Kayako gives you insight into your conversations, your team, and your agents so you can continuously improve.
Custom reports	Get the insight you need to improve your customer support process. In just a few clicks, you can now export your conversation information and metrics for further analysis in tools like Microsoft Excel.
SLA reporting	Measure how you've performed against your SLAs
Satisfaction ratings	Measure your customer's happiness and understand the cause of customer satisfaction, not just the effect.
Help Center insights	Supercharge your Help Center with insight into what customers are looking for, and how your self-service is performing

## Branding & Customization

Feature	Description
Full Help Center layout customization	Tailor the support experience for your customers. Easily customize the look and feel of your Help Center with our simple editor.
Custom domain name	Make sure your customers know they're in the right place with a custom domain name for your help center.
Customizable email templates	Adapt the look and feel of your email templates to your own brand.
Multiple brand support	Kayako makes it easy to create unique experiences for multiple brands.
SSL for custom domains	Protect your Kayako with SSL security when using a custom domain name

## Integrations

Feature	Description
Native integrations	Add extra functionality to Kayako and put control of other apps at your team's fingertips - like our Salesforce integration.
Zapier integration	Connect Kayako to thousands of other apps and automate workflows across your business using Zapier.
Endpoints	Easily send notifications from Kayako into other platforms using endpoints.
Webhooks	Easily push custom events and data into Kayako using webhooks
Slack integration	Post events from Kayako - like new conversations and escalation alerts - into any Slack channel.
REST API	Build powerful integrations with other tools and systems with an API that your developers will love. Rate limits apply.

## Internationalization

Feature	Description
Multi-language support	Speak your customer's own language with Kayako's localization support in conversations and on the help center too.

## Platform

Feature	Description
Uptime and availability	We are fully committed to keeping your Kayako online. While not a financially backed guarantee, we strive to maintain as close to perfect uptime for all Kayako customers as possible.
Content Delivery Network	Kayako is fast. When you use Kayako, you'll be served by our servers that are closest to you, so you can speed ahead.

# Security

Feature	Description
Single sign-on API for agents	Use your existing identity management system (like Active Directory) and create a seamless sign-on experience for agents.
Single sign-on API for customers	Use your existing identity management system (like Active Directory) and create a seamless sign-on experience for your customers
SSL	By default, your users and customers are protected with SSL encryption when they use Kayako.
Two-factor authentication for agents	Add an additional layer of security by requiring a mobile passcode in addition to a password at login.
Two-factor authentication for customers	Add an additional layer of security by requiring a mobile passcode in addition to a password at login.
Network access restrictions	Allow access to Kayako from specific IP ranges only.
Custom password policies for customers	Increase your security policy implementing a custom password policy for your customers
Custom password policies for agents	Increase your security policy implementing a custom password policy for your agents
Digitally signed emails (DKIM)	Improve the deliverability of emails sent via Kayako by signing them with DKIM authentication.
SPF	Ensure Kayako is authorized to send email on behalf of your domain name and improve deliverability.
Custom roles and permissions	Control what data and permissions your agents have access to within Kayako