

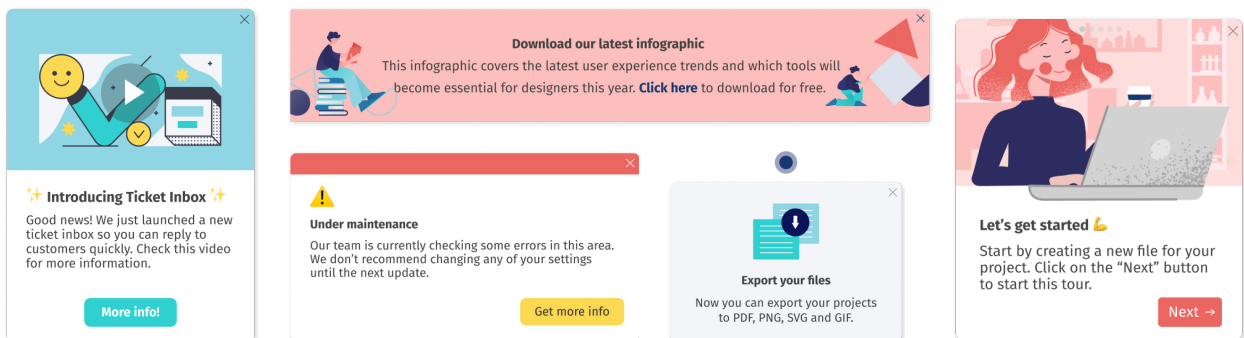
HELPIER LAUNCHES BIGGEST UPDATE EVER INTRODUCING NEW TEMPLATES AND CUSTOMIZATION OPTIONS

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From banners to warnings, Helpier now allows companies to create beautiful in-app messages that completely match their website design. Without any help from developers.

The previous version already offered templates for tutorials and tooltips that users could take advantage of. But, now, the customization options are endless and require no CSS knowledge.

The new version not only allows choosing from a wide range of new messaging templates, but also easily customize every aspect from size, color and position of the elements. This opens a huge opportunity for professionals in areas like marketing, design, and customer success to communicate with clients directly in their online platforms.



The need for introducing advanced customizable templates came from previous requests. Especially from marketers, designers and product managers - says **Hugo Magalhães, Helpier's CEO and Founder**.

"One of the main challenges these professionals face is to effectively communicate with users while they're using their service. Be it a e-commerce website or software application. Usually, in-app messages such as popups, banners and interactive tours need to be implemented by developers which takes a lot of time and resources."

With that in mind, Helpier simplified the process of customizing tutorials and tooltips so companies can create different types of in-app messages including hotspots, warnings and notifications for their online platforms and services.

"Customer success and HR teams can also take advantage of these new templates to reduce support tickets online and improve employee training on internal platforms" - explains **Hugo Magalhães**.

The new version offers 8 new default templates that can be completely adjusted to numerous types of in-app messages. The team highlights the following examples:

- Welcome messages for first-time users on a specific page;
- Product tours to help new users get started;
- Popup messages to announce new products or offers;
- Banners to promote new infographics or ebooks;
- Contextual tooltips to assist in form fields or complex features;
- Hotspots to highlight specific areas inside the website or product images;
- Warnings to alert users about possible errors or server maintenance;
- Notifications to inform users about a new version or business policies;

Helpier's Starter plan is described as one of the most startup friendly in the market, while the setup is easily made using a Chrome Extension. The team explains that users can request a free demo in their website to get a 15-day free trial.

