Zendesk Chat
Multibrand Guide

OBSCURA

JUBILEE

BOOMERANG

Contents

Introduction

Your business may have different product lines spread across multiple brands. To ensure you offer consistently high quality support to all your customers, you'll need to consider your multibrand strategy.

Being a multibrand company essentially means you sell, market, and support two or more products under the same parent brand. Managing the different functions for each of these brands can be a challenge. Fortunately, Zendesk Chat and Support help you centralize your support functions in one location.

In this guide, we'll cover scenarios where a single parent organization is managing multiple product lines, brands, or even different regional websites. For example, a business might have just one product, but 10 different websites (with different languages and timezones) selling globally. Multibranding then becomes crucial as they will need to provide consistent and centrally managed support for those 10 websites.

Multibrand on Zendesk Chat

Add Zendesk Chat to your websites

No matter how many websites you have, you can use the same Chat account for all of them.

But, before you can start using Chat for multiple brands or websites, you'll need to add the same Chat embed code to all your websites.

⚙ Widget Customization

1. Embed the Chat Widget

```
<!--Start of Live Chat Script-->
<script type="text/javascript">
window.$zopim||(function(d,s){var z=$zopim=function(c){z._.-
push(c)},$=z.s=
d.createElement(s),e=d.getElementsByTagName(s)[0];z.set=func-
tion(o){z.set.
_.push(o)};z._=[];z.set._=[];$.async=!0;$.setAttribute("char-
set","utf-8");
$.src="//v2.zopim.com/?ABCDE";z.t=+new Date;$.
type="text/javascript";e.parentNode.insertBefore($,e)})(docu-
ment,"script");
</script>
<!--End of Live Chat Script-->
```

⚙ WIDGET

Find your own unique **chat widget embed code** in the Chat dashboard

STEP TWO

Create a Department for each brand

Once the embed code has been added, you're ready to start setting up the multibrand workflow.

The first step is to set up Departments for your brands. To do so, create a unique department for each website.

For example, if you have the following brands/websites: "Obscura, Boomerang, Jubilee" you can create three Departments called "Obscura", "Boomerang", and "Jubilee".
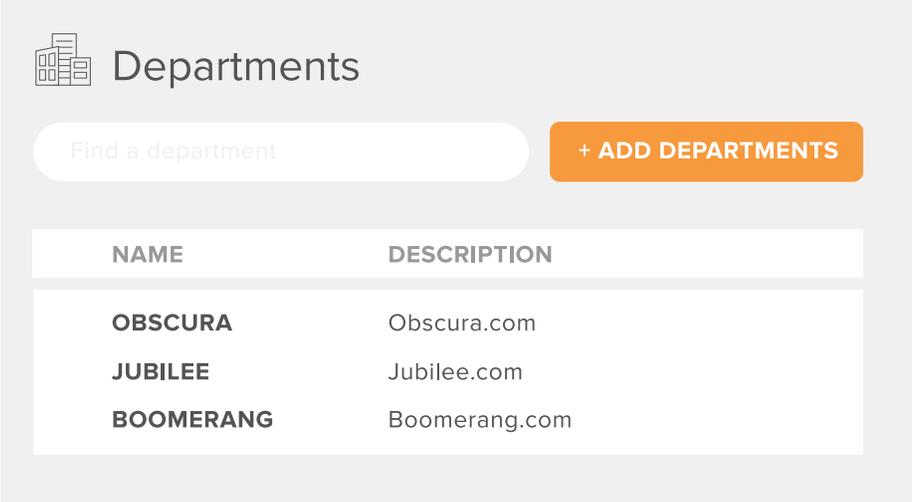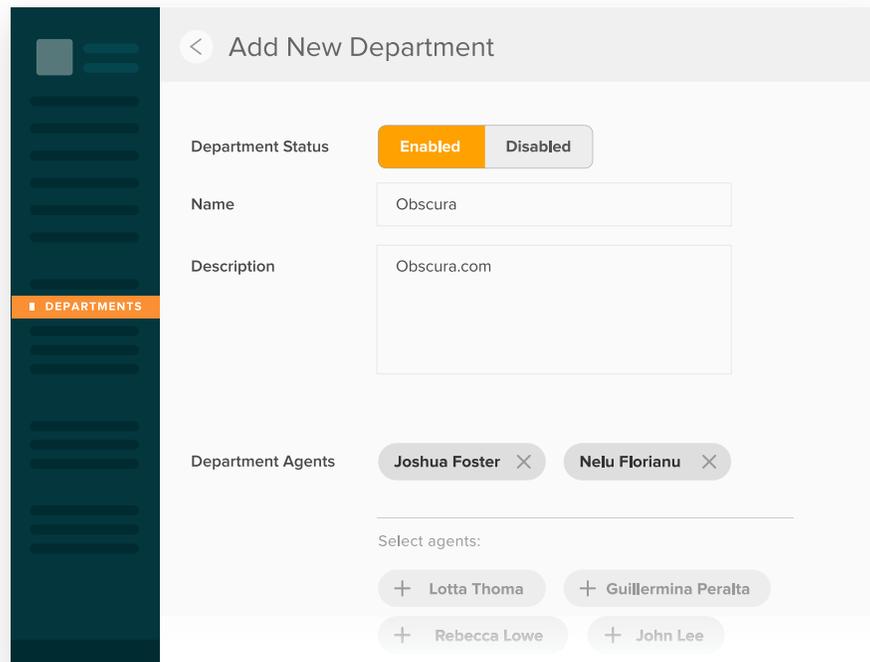
Departments

Find a department	+ ADD DEPARTMENTS

NAME	DESCRIPTION
OBSCURA	Obscura.com
JUBILEE	Jubilee.com
BOOMERANG	Boomerang.com

STEP THREE

Add agents to each Department

Now that you have the various brand Departments set up, it's time to organize your agents. Assign agents who have expertise in a specific brand to the corresponding Department.

Depending on the volume of traffic you get to your websites, you may want to have a different number of agent for each Department. Also, consider the skill and knowledge required for the different websites/Departments when assigning agents.

STEP FOUR

Route chats to Departments

After creating the departments and adding your agents you'll need to use our JavaScript API to automatically route incoming chats from each of your brands' websites to its corresponding Department.

Here's the API script you will need to add to your websites HTML code. In this case, the example illustrates the code for the "Obscura" brand:

Change `"//v2.zopim.com/?ABCDEFGH"` to your own chat widget embed code

Change `'Obscura'` to the name of your brand

This API script does the following

If all agents in the Department are **offline** then:

// 1   The status is set to offline
// 2   The widget is hidden

This ensures the widget is hidden and chats are not transferred to Departments without any online agents. (e.g. if "Obscura" had no online agents, the widget on "obscura.com" would be hidden).

If agents in the Department are **online** then:

// 3   The department drop-down is hidden
// 4   The chat is automatically routed to the corresponding department

The Pre-Chat Form lets customers enter their personal details and select a Department. However, we are automatically routing customers to specific Departments, so the API removes the option to select them.

The last part of the script automatically routes chats to agents in the 'Obscura' Department.

```html
<script>
window.$zopim||(function(d,s){var z=$zopim=function(c){z._.push(c)},$=z.s=
d.createElement(s),e=d.getElementsByTagName(s)[0];z.set=function(o){z.set.
_.push(o)};z._=[];z.set._=[];$.async=!0;$.setAttribute("charset","utf-8");
$.src="//v2.zopim.com/?ABCDEFGH";z.t=+new Date;$.
type="text/javascript";e.parentNode.insertBefore($,e)})(document,"script");


$zopim(function() {
$zopim.livechat.setOnConnected(function() {
var department_status = $zopim.livechat.departments.getDepartment('Obscura');
if (department_status.status == 'offline') {

// 1 - Set the account status to 'offline'
$zopim.livechat.setStatus('offline');


// 2 - hide the widget
$zopim.livechat.hideAll();



} else {



// The department is Online (At least one agent is Online)
// 3 - Hide the Drop-down list option in the Pre-Chat Form to select the department
$zopim.livechat.departments.filter(' ');


// 4 - Automatically set the department
$zopim.livechat.departments.setVisitorDepartment('Obscura');



}
});
});


</script>
```

STEP FIVE

Customize the Zendesk Chat Widget

Different brands will have their own individual logos and appearance.

To customize your Zendesk Chat widget for each brand and its website, you'll need to use our JavaScript API.

- You can change the color using the setColor parameter
- Or you can add a different image using the setImage parameter
- You can also change the design of the chat window by using the setColor, setSize, and SetTitle parameters.

Example

You can use the following API script to change the color of the chat widget on different pages:

```
<script>
$zopim(function() {
$zopim.livechat.theme.setColors({badge: '#FFFFFF', primary: '#000000'});
$zopim.livechat.theme.reload(); // apply new theme settings
});
</script>
```

Using this script you can change the color of the chat badge ("badge") or of the minimized chat widget ("primary"). The color you choose must be inserted in hexadecimal format.

Similarly, you can also change the color scheme of the chat window:

```
<script>
$zopim(function() {
$zopim.livechat.window.setColor('#FFCC00');
$zopim.livechat.theme.reload(); // apply new theme settings
});
</script>
```

Our JavaScript APIs offer a variety of customization options.
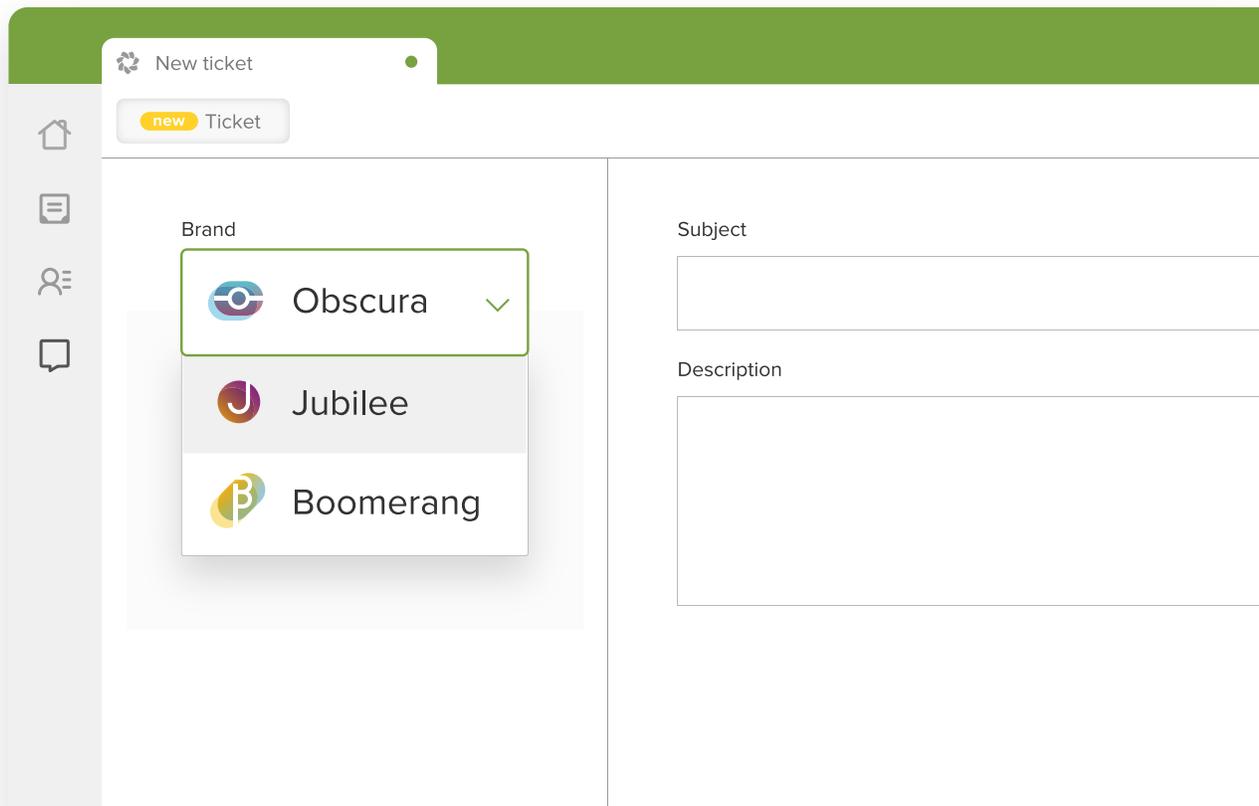
Multibrand for the Zendesk Chat+Support integration

If you are using the Zendesk Chat+Support integration, you'll need to setup multiple brands in Zendesk Support and you'll need to use the Web Widget (instead of the Zendesk Chat Widget).

STEP ONE

Setup multiple brands in Zendesk Support
Your Zendesk Support account has one brand by default, but you can also set up and support multiple brands. On the Professional Add-on you can add up to five brands. Enterprise also includes up to five brands, but if you have the Enterprise Add-on, you can add as many brands as you need.

Read our guides on setting up multiple brands in Zendesk Support.

Multibrand for the Zendesk Chat+Support Integration

STEP TWO

Add the Web Widget to your brands in Zendesk Support

The Web Widget supports Multibrand. Here's how this works:

- A customer can have **one Web Widget** per brand
- Each Web Widget is made up of:
  - The unique code snippet of code (to go onto the respective brand website)
  - A set of customizations/settings for that widget
- All (of the Multibrand) Web Widgets share **one Zendesk Chat account**. The specific brand name is passed as a tag to Zendesk Chat to display in the agent's chat window (for context) - it looks like this:

Ivan Crețu

| Current Chat | Past Chats (5) |

Ivan Crețu   4:10 pm
Hey, could I get some help?

John has joined.

John Doe   4:11 pm
Sure, how can I help you Ivan?

Ivan Crețu   4:12 pm
I just bought your product. I don't know how to install it.

John Doe
Have you seen the installation instructions here?
bt.ly/how-to-install

Ivan Crețu
No, I hadn't seen this before! Let me check it out...

Ivan Crețu
ivanc@gmail.com

Obscura

(89) 1345 6287 2731

Notes

| Past Visits | Past Chats | Time on Site |
| 4 | 2 | 21 min |

Visitor Path
Dashboard - Widget
Dashboard - Home
Dashboard - Account
Dashboard - Widget

Your **brand name** appears here, as a tag in the chat

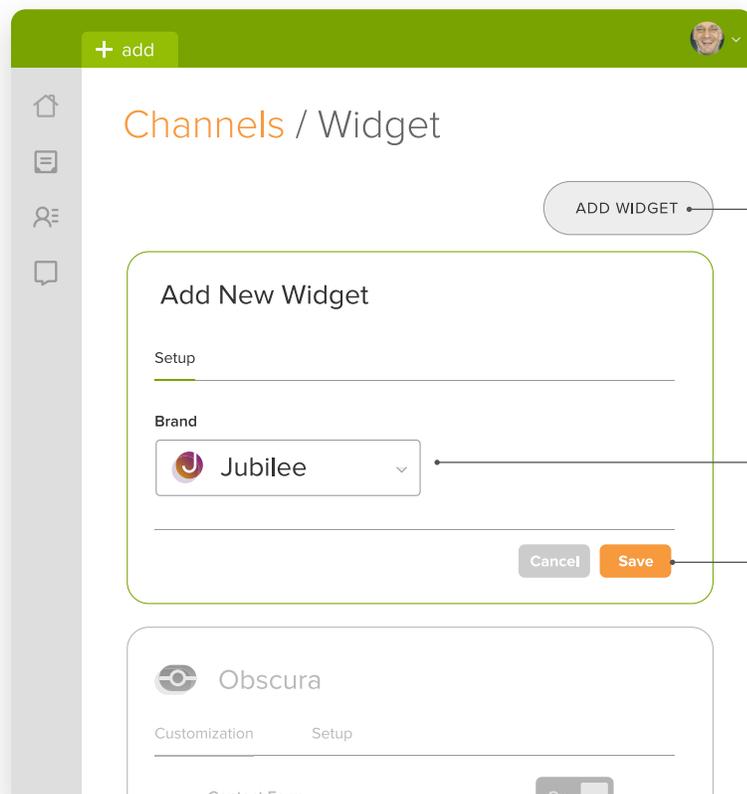**Multibrand for the Zendesk Chat+Support Integration**
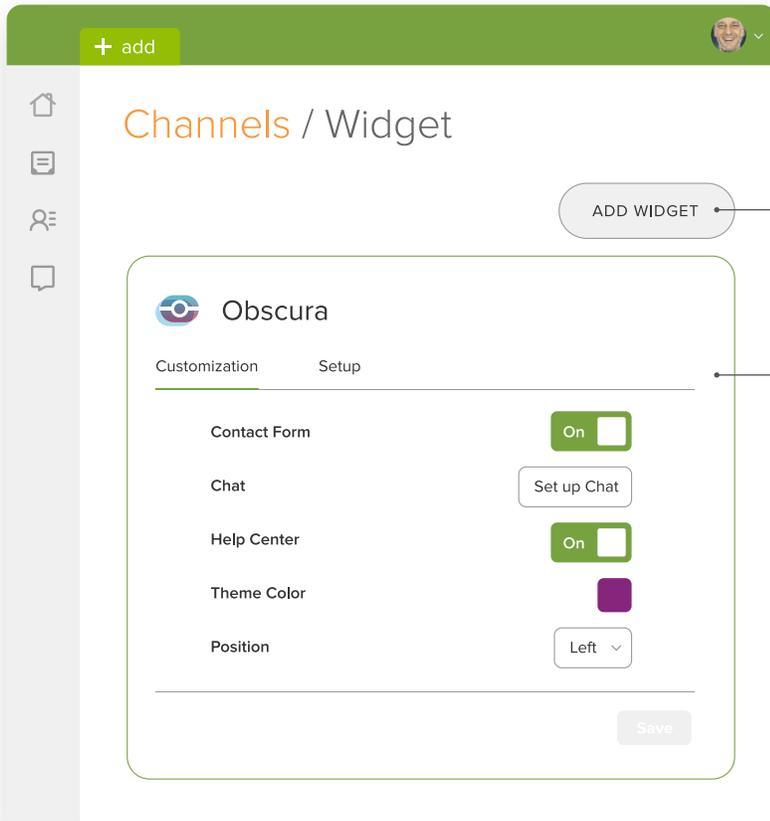
When you visit the Widget admin page, you will see:

an 'Add Widget' button in the top right, and

a 'capsule' containing a widget configuration for the default brand

NOTE   Once a Web Widget has been added for the brand the 'Add Widget' button will disappear (you can only have one Web Widget per brand).
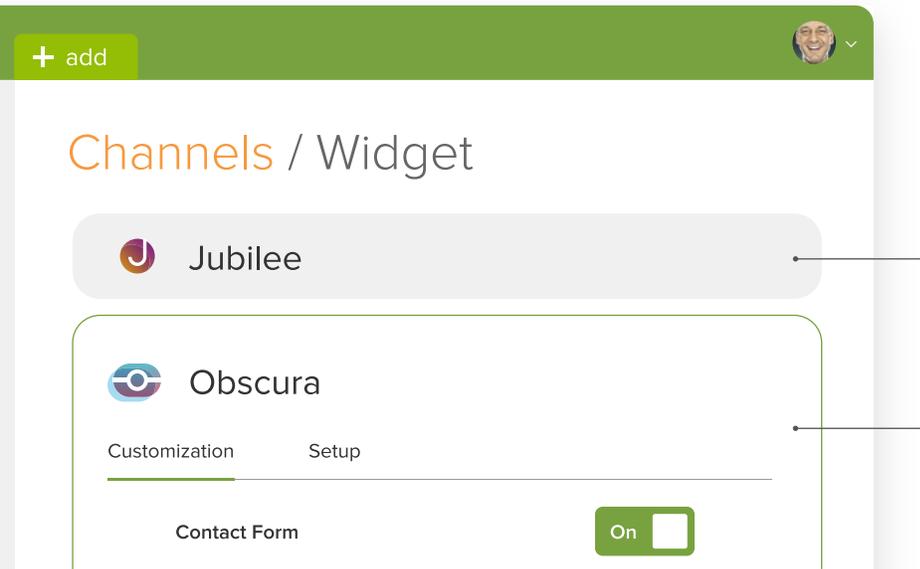

1.

Click the 'Add Widget' button to add a Web Widget configuration for the second brand.

2.

Select brand

3.

Save

Multibrand for the Zendesk Chat+Support integration

When you visit the Widget admin page, You can now move between each of the Web Widget 'capsules' by clicking on the relevant brand to expand and access the relevant settings:

Channels / Widget

Jubilee

Click to expand widget settings for Jubilee brand

Obscura

Customization   Setup

Contact Form   On

Widget settings for Obscura brand

STEP THREE

Route chats to a Department using the Web Widget

Once you've got the Web Widget enabled for each of your brands, you'll need to setup your Zendesk Chat account to support all the brands.

Just like the Zendesk Chat Widget, after creating the Departments and adding your agents you'll need to use our JavaScript API to automatically route incoming chats from each of your brands' websites to its corresponding department.

Here's the API script you will need to add to your web pages:

```
<script>
window.zEmbed||function(e,t){var n,o,d,i,s,a=[],r=document.
createElement("iframe");window.zEmbed=function(){a.push(arguments)},window.
zE=window.zE||window.zEmbed,r.src="javascript:false",r.title="",r.
role="presentation",(r.frameElement||r).style.cssText="display: none",d=document.
getElementsByTagName("script"),d=d[d.length-1],d.parentNode.insertBefore(r,d),i=r.
contentWindow,s=i.document;try{o=s}catch(c){n=document.domain,r.src='javascript:var
d=document.open();d.domain="'+n+'";void(0);',o=s}o.open()._l=function(){var o=this.
createElement("script");n&&(this.domain=n),o.id="js-iframe-async",o.src=e,this.t=+new
Date,this.zendeskHost=t,this.zEQueue=a,this.body.appendChild(o)},o.write('<body
onload="document._l();">'),o.close()}("https://assets.zendesk.com/embeddable_
framework/main.js","mysubdomain.zendesk.com");

zE(function() {
$zopim(function() {
$zopim.livechat.setOnConnected(function() {

var department_status = $zopim.livechat.departments.getDepartment('Obscura');
if (department_status.status == 'offline') {

// Set the account status to 'offline'
$zopim.livechat.setStatus('offline');
// hide the widget or similar
$zopim.livechat.hideAll();
} else {
// The department is Online (At least one agent in that dept is Online)
// Automatically add a tag
$zopim.livechat.addTags('Obscura');
// Hide the Drop-down list option in the Pre-Chat Form to select the Department
$zopim.livechat.departments.filter('');
// Automatically set the Department
$zopim.livechat.departments.setVisitorDepartment('Obscura');
}
});
});
});
</script>
```

Change 'Obscura' to the name of your brand

The main difference is that the Web Widget **automatically detects** if the corresponding department is offline and offers only the contact form. The rest of the script remains almost the same.

Multibrand for the Zendesk Chat+Support integration

STEP FOUR

Customize the Web Widget
Like the Zendesk Chat widget, you may want to customize the Web Widget to match your brand.

You can use the same API commands as described above, but you will need to the following additional bit of code:

This initiates the **Web Widget/ JavaScript APIs** and performs your customization changes.

```
$(document).ready(function() {
```
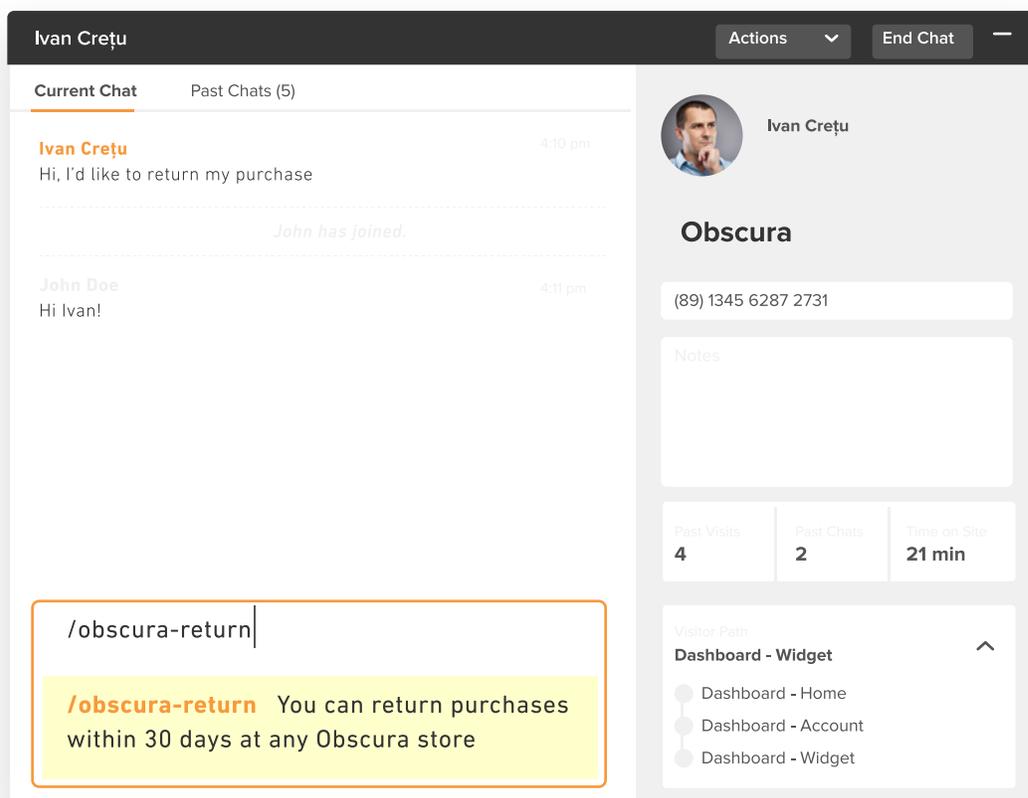
The rest of the API script is similar to the one we used to customize the widget:

```
zE(function() {
 //Zopim API
$zopim(function() {
$zopim.livechat.theme.setColors({badge: '#FFFFFF', primary: '#000000'});
$zopim.livechat.theme.reload(); // apply new theme settings
});
 //End Zopim API
 });
});
```

Best practices for multibrand from foodpanda and Deliveroo

Label your shortcuts according to brand

Each of your brands might have different Shortcuts. To easily organize and retrieve shortcuts, you can use specific naming conventions so Shortcuts for each brand can be easily retrieved. For example, if there's a return policy Shortcut for 'Obscura' and 'Jubilee', you could name it "Obscura-returns" and "Jubilee-returns", respectively to differentiate between them.

Best practices for multibrand from foodpanda and Deliveroo

Monitor the performance of each department

Monitoring the performance of your support team by brand can help identify the strengths and weaknesses in each. To do so, filter Analytics by Departments. By doing so, foodpanda is able to identify the peak chat hours across their brands and react by adding more agents to the roster.

Further, being able to compare metrics like Chat Ratings and Wait Times across Departments let you monitor brands are doing better. This makes it easier to identify winning support strategies from better performing brands.

Best practices for multibrand from foodpanda and Deliveroo

Operating Hours across timezones

While Zendesk Chat only allows one timezone option for a single account, you can still use Operating Hours to create separate schedule agents across various Departments. The solution is to convert all timezones to the one set for the account. For example, if your Zendesk Chat account is on PST and 'Obscura' needs to start operations at 8 am (GMT), simply set the start time as 1 am (PST). This way, you'll be able to manage Operating Hours for different Departments on a unified time zone.

Operating Hours   On Off

Set Schedule | Account | Department |

⌄ AUSTRALIA OPENING HOURS   Australia

∧ SINGAPORE OPENING HOURS   Singapore

Enabled | Enabled | Disabled |

Name   Singapore Opening Hours

Schedule Type   Weekday / Weekend ⌄

✓ Weekday   (8:00AM - 5:00PM)

✓ Weekend   (8:00AM - 12:00PM)

Departments   Singapore

Contact chat@zendesk.com for help on setting up multibrand.