

PRESS RELEASE



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HELPPIER LAUNCHES 2ND VERSION OF ITS ONBOARDING TOOL

Helpplier launched a new version of its interactive online support software. With new features, a more elegant design and a completely edited website, the startup aims to bring user and customer experience to a new level.

As Founder and CEO, Hugo Magalhaes said: "One of the biggest issues of the software companies is creating documentation: no one enjoys creating them or reading them." That is what brings Helpplier into play as an online tourist guide for websites. The onboarding tool is committed to help and attract users to the right places through interactive and easy-to-use workflows. Furthermore, it enables the creation of tutorials and tooltips without coding or advanced IT skills.

The newly launched version allows using Helpplier not only on the computer but also on mobile devices such as smartphones or tablets. Companies with international range can also profit from the new multi-language feature by adapting the user guides into different languages. Furthermore, the widget's interface was completely renewed and can now easily be integrated and adjusted to any website's layout. Displayed in a modern design, the brand's new website packs up all relevant information in a sophisticated but clean layout.

Regarding user experience, the new features strongly underline the software's quality and usability. The new widget's appealing design catches the user's attention entailing higher onboarding and lowers churn rate. The possibility to adapt to multiple languages and mobile devices opens up the possibility to reach a vast variety of users. As a consequence, interactive tutorials and tooltips can be used by a broader range of users which leads to an increase in user engagement.

It is exactly those in companies highly debated issues like onboarding, churn rates and user engagement that Helpplier's experience software focuses on. The product's easy integration into any website's layout via copy and paste makes it a true gain for any company striving for user engagement. The second version allows connecting Helpplier with other services such as Google Analytics, Mixpanel, and Desk.com so that user behavior can be monitored and tracked. All this without expensive development costs or changes in the client website's infrastructure.

About Helpplier

Helpplier is a software company based in UPTEC, Porto. It was founded in 2014 by Hugo Magalhães. For more information, please visit helpplier.com or contact us at press@helpplier.com.