



# Custom Branding & White Labelling



## Basic Branding Options

### Change the Logo

Set [branding\\_logo\\_url](#) to a URL for your logo image.

(Settings > Options > Company Settings)

### Change Dashboard Background

Set [dashboard\\_background\\_url](#) to a URL for your chosen image

(Settings > Options > Company Settings)

### Change the UI Colors

Set [branding\\_primary\\_color](#) and [branding\\_secondary\\_color](#) to your own color scheme

(Settings > Options > Company Settings)

### Change the Text Colors

Set [branding\\_primary\\_text\\_color](#) and [branding\\_secondary\\_text\\_color](#) to your own color scheme

(Settings > Options > Company Settings)

### Remove all Surfly Branding

Set [white\\_label](#) to true

(Settings > Options > Session Functionality)

### Remove Surfly Loading Screen

Set [start\\_with\\_loading\\_screen](#) to false

(Settings > Options > Session Appearance)

## Advanced Branding Options

### Javascript

#### Custom Journey

The Surfly Javascript API allows you to transform any web element, button, text link or whatever else you might envision into a session entry point for your customers. Some examples are:

- **Custom buttons** to begin sessions
- Low to medium effort / low maintenance
- Extra steps for **consent or data collection**
- Only show buttons in specific situations
- Integrate into your **text chat**
- **Communicate** with your other systems

#### Custom UI

The Surfly UI does not need to be a limitation. You can create your own UI from the ground up using our Javascript API to trigger functions such as share screen, pass control and end session. These functions enable you to:

- Create a **custom look and feel**
- **Full control** over agent experience
- High effort / low to medium maintenance
- Trigger actions within your existing system
- Create **exactly** what you want

### Webhooks

Webhooks can be used to trigger actions in your existing systems based on things that happen in Surfly. This opens up a breadth of integration possibilities:

- Notify your agents in the **system they already use**
- Use your **existing email channels** to send Surfly communications
- Enable your existing branded systems to communicate with Surfly and then pass these communications to your customers

### SSO

#### Surfly supports SAML 2.0 SSO

Using SSO allows you to provision users in your IDP. Any security provisions taken within the IDP will carry into Surfly with SSO.

When embedded into your existing tools, users will not have to log in to Surfly if they are signed in to the IDP. You can even deny session entry to anybody not in your system.

Navigate to the Surfly Dashboard settings and click on SSO to get started

### Custom SSL

Create a new subdomain and serve customers on a URL they trust. Contact [support@surfly.com](mailto:support@surfly.com) to get started. Surfly offers two options:

#### Domain Delegation

The fastest, simplest and easiest option. Delegate a chosen subdomain to us and Surfly will do the rest.

- Leverage our global CDN
- Low effort
- No maintenance

Update your domain's DNS (Domain Name System) settings to point to Surfly's servers. Surfly manages the SSL certificates and server configuration for your domain.

#### Direct Certificate

If you would prefer not to delegate a domain, you can provide Surfly with the certificate information directly.

- Limited CDN capability
- Low effort
- Low maintenance

Please provide the following in PEM format:

1. Signed Certificate
2. Any Chain/Root Certificates
3. Private Key

### Translations

#### Translation Portal

Surfly users can choose between 20+ languages. Translations of words and phrases in Surfly are suggested by our clients and partners in the portal and confirmed by a language engineer

- Any LTR language supported
- Partial translation allowed
- Add your language exactly as you want it
- New translations available in production within 2-4 weeks

Surfly Tech Blog



Domain Delegation



REST API docs



Embed API docs



Translation Portal



Single Sign On (SSO)



Direct SSL Certificate



Javascript API docs



Custom Emails



Webhook Events

