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Managing Multiple Brands in Deskpro

Eloise Rea - 2025-03-13 - Comments (0) - General

Deskpro makes it easy to provide seamless support under one platform. Your team can efficiently handle requests across multiple brands while maintaining a distinct identity for each.

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How Branding Works in Deskpro

- Help Center: Each brand has its own design, logo, and unique content.
- **Messenger:** Tailor your chat widget to match each brand's style and tone.
- **Automations:** Set up triggers and workflows specific to each brand for a more personalized support experience.

3 Criter	ia				
The criteria	section is a list of terms tha	t must match before the actions are applied to t	he Ticket.		
When	When the following conditions are met:				
	Brand	✓ is	<table-cell> 🥵 Baker Street Energy 🗵</table-cell>	- +	
Or	Or when the following conditions are met:		Q ×		
	Select	▼ Select	Baker Street Energy	+	
(4) Action	าร		Desk Flora Street	_	

Benefits of Multi-Brand Support

- Enhanced Customer Experience: Offer tailored support that aligns with each brand's identity.
- **Operational Efficiency:** Manage multiple brands without adding complexity to workflows.
- **Consistent Branding:** Ensure all customer interactions maintain brand integrity.

Setting Up a New Brand

- 1. Navigate to Admin Settings: Go to Admin > Configuration > Branding
- 2. **Create a New Brand:** Enter the brand name, URL, and relevant details. For a custom domain you will need to update your DNS settings. More information <u>here</u>.
- Customize the Help Center: Go to Help Center > Help Center Design to add a logo and adjust your theme.
- 4. Manage Permissions: Assign departments to the new brand as needed.
- 5. **Configure Email Templates & Messenger:** Ensure all messaging reflects the correct brand identity.
- 6. **Develop Unique Content:** Create FAQs and knowledge base articles for each brand.

Deskpro's multi-brand functionality simplifies support management while keeping each brand's identity distinct. It's an ideal solution for businesses looking to scale their customer service effectively.