

MESSAGING CHANNEL

# Website Chat

the embeddable chat bubble for any website

Sayl CRM · Channel Setup Guide · v1.0

## What this is

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Drop a 2-line snippet into your website and a chat bubble appears for visitors. Anonymous-by-default, signed visitor cookies for return-visitor recognition, server-sent events for live agent replies, and an origin allowlist so only your sites can use it.

## Before you start

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- An inbox in your Sayl CRM workspace, with at least one agent assigned.
- Edit access to your website's HTML (or to the theme/footer/snippet plugin).
- Your site's exact origins, e.g. `https://acme.com` and `https://www.acme.com` (no path, no trailing slash).

## Setup

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### 1 Create the Web Chat line

Open **Settings** → **Channels** → **Web Chat** → **Add widget**. Set the widget name, primary color (hex), welcome message, and *Allowed origins* (one per line, exact match). Pick the inbox.

### 2 Copy the generated snippet

Sayl shows a public `lineKey` like `wc_8a3f...e91` and a ready-made `<script>` snippet. Both are safe to ship to your website — they don't expose any secrets.

### 3 Embed it on every page

Paste this just before `</body>` :

```
<script src="https://<sayl-host>/js/sayl-chat-widget.js"></script>
<script>
  SaylChat.init({
    lineKey: "wc_8a3f...e91",
    primaryColor: "#0D9488"
  });
</script>
```

For Shopify, WordPress, Salla, BigCommerce or Magento, use the channel-specific PDF — each has the right place to paste.

### 4 Set agents to Online

Auto-routing only assigns conversations to agents whose status is Online. Have agents flip their status in the top bar.

## Test it

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Open your website in an incognito window, click the bubble, send a message. It should appear in your Sayl inbox within 2–3 seconds, and your reply from the inbox should stream back to the bubble live without a refresh.

## Troubleshooting

Problem	Likely cause	Fix
Bubble never appears.	Origin not in allowlist (look for a 403 on <code>/chat/&lt;lineKey&gt;/init</code> in DevTools → Network).	Add the exact origin (scheme + host, no path, no trailing slash) to the line. The <code>www</code> and bare-domain variants are different origins.
Visitor message arrives at Sayl but agent reply never lands in the bubble.	A reverse proxy (Cloudflare, Nginx) is buffering the SSE stream.	Set <code>X-Accel-Buffering: no</code> on responses to <code>/chat/*/stream</code> , or disable response buffering for that path in Cloudflare.

Need the full multi-channel reference? Download the [Sayl CRM Integration & Configuration Guide](#).