



Whitelabeling domain in Ushur

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Ushur Overview

Ushur is an AI-powered platform that combines process automation and conversational interfaces to automate enterprise workflows. In doing so Ushur delivers great value to those enterprises by eliminating manual work and freeing up human capital for higher valued business needs.

Ushur's platform offers a template-based approach to solving specific use-cases for companies. The platform offers a state-of-the-art linguistics engine, together with a drag and drop process and conversation builder, invisible apps that deliver app-like experiences without asking customers to download an app and integration hooks into standard and proprietary systems of record. Along with this infrastructure, Ushur offers real-time monitoring, audit capabilities and a powerful analytics engine.

Feature overview

This feature allows customers to customize/replace the Ushur URL and white label it with their own domain/URL (e.g. Instead of having a traditional url such as "*happyinsurancepoc.ushur.me*" and can directly have "*happyinsurance.com*"). This is being done so that the end-users (customers of Ushur's customers) will see a more familiar/trusted domain name and hence will engage more effectively.

Technical details

The work involves changing the configuration of the DNS entries on the customer's side. CNAME mapping is involved to whitelist the domain. CNAME stands for Canonical name, which is used to map one domain name to another, in other words, create an alias.

Currently, end-customers are being directed to Ushur URLs which is what they see in their IA engagements. The CNAME entry in the customer's DNS configuration allows the creation of an alias domain, for example, "*appointments.happyinsurance.com*" to point to "*happyinsurancepoc.Ushur.me*". Whenever "*appointments.happyinsurance.com*" is visited in a browser, DNS will automatically redirect the request to "*happyinsurancepoc.ushur.me*", without changing the hostname. Hence the **HappyInsurance.com** domain name continues to appear on the



end-customer's browser address bar, however the content displayed will be pulled from Ushur server, (making it appear as though the content originated from the customer's own server).

NOTE – Domain whitelisting shall not have any impact on the security policies or other measure followed by Ushur.

Requirements from Customer

- Customer should provide their custom domain/URL, which should appear in Ushur.
- Ushur team shall provide CNAME and related certificate, which needs to be configured in customers domain.
- Customer should provide the relevant certificate for their domain or subdomain.
- Customer should update all the Ushur API calls with the latest domain changes
- White-labeling of the email addresses (from and to emails used in email module), if any Ushur is configured to send email their business/support emails. E.g. End user customer details captured in a campaign, can be triggered as an email to support agents (support@xyz.com). The from email which is set in settings (customerdetails@xyz.com) should be whitelisted, as emails are going to be triggered from Ushur domain.