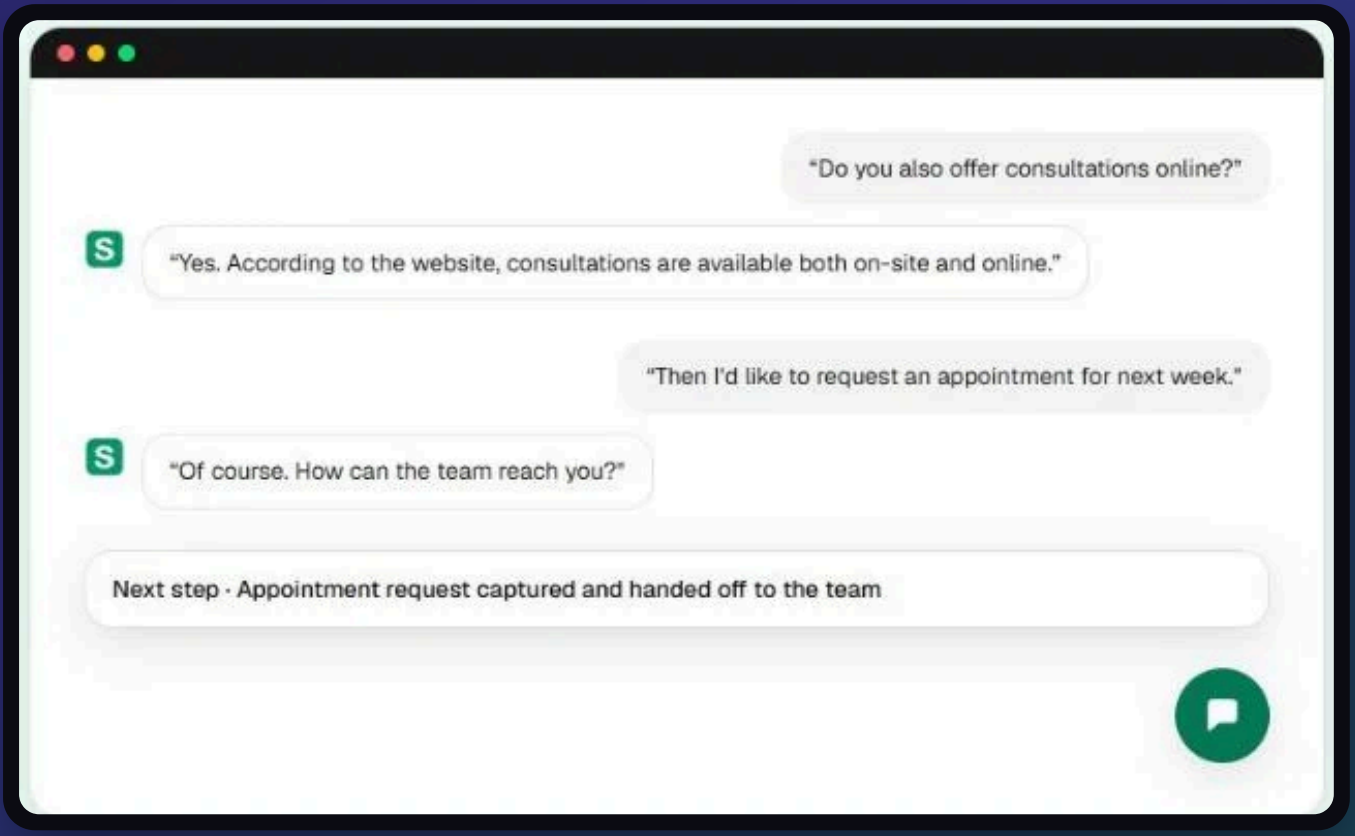
SoftwareSelects

Review & Setup Guide · November 26, 2026

Smartwebchat Review 2026: An EU-Hosted AI Assistant for Your Website

An AI customer assistant that answers visitors from your own website and documents, captures enquiries, books appointments via Calendly or Cal.com and hands tricky cases to your team — hosted in the EU, with a 14-day free trial.



PRICE
€149 / month
excl. VAT, cancel monthly

FREE TRIAL
14 days
no payment details needed

RUNS ON
Any website
WordPress, Shopify, Wix, Webflow...

BEST FOR
Small businesses
practices, firms, trades, shops

By Serkan Fatih Gökdemir · SoftwareSelects

OUR VERDICT

A careful, business-ready website assistant

Top pick
Website chatbot

Smartwebchat does what a small business actually needs from a website chatbot: it answers from your own approved content, turns questions into enquiries or appointments, and passes anything tricky to a real person. It is unusually transparent — EU hosting at Hetzner, Mistral as the default AI model, a GDPR data processing agreement included, and an automatic notice that visitors are talking to AI. Setup takes minutes with no coding, and the 14-day free trial needs no payment details, so you can see it working on your own website before you pay anything.

What we like

- **Answers from your content.** It reads your website and documents and answers from that approved knowledge, not from guesswork.
- **Turns chats into business.** Lead capture, callbacks and appointment booking via Calendly or Cal.com right in the chat.
- **Human handover.** Complex requests go to your team by email, Slack or webhook — the assistant never pretends to be human.
- **Privacy-first.** EU hosting, Mistral AI in the EEA by default, a DPA under Art. 28 GDPR included and chats deleted after 30 days.
- **No coding.** Paste one snippet into WordPress, Shopify, Wix, Webflow, Squarespace or Jimdo.
- **Free trial, monthly billing.** 14 days free without a card, then cancel any month.

Good to know

- **For businesses only.** The Digistore24 offer is for business customers, not consumers; EU businesses can enter their VAT ID.
- **Subscription.** €149 a month excl. VAT for one assistant; the Agency plan is €499 for 15.
- **Message allowance.** 5,000 standard messages a month are included; extra messages cost €5 per 1,000.
- **No refund window.** Instead of a money-back guarantee you get the 14-day free trial and monthly cancellation.

WHAT'S INSIDE

Answer, guide, convert, hand over

Smartwebchat is built around four jobs. Launch languages are German, English, French, Spanish and Dutch.

Answer & guide

Knowledge base (RAG)
Website, PDFs, Q&A pairs and your own text

Website analysis
Your first assistant from your URL in minutes

Proactive triggers
Greet visitors after a set time on a page

Multilingual
DE, EN, FR, ES and NL at launch

Convert

Lead capture
Turn interest into enquiries with email alerts

Appointment booking
Calendly or Cal.com inside the chat

Analytics & logs
Top questions, leads, bookings and costs

WhatsApp channel
Same assistant on WhatsApp via 360dialog

Control & privacy

Human handover
Email, Slack or webhook notifications

Your branding
Colours, logo, greeting and personality

EU hosting
Hetzner servers, Mistral AI in the EEA

API & webhooks
Connect your CRM or ticket system

Transparency built in: every conversation starts with a notice that the visitor is chatting with an AI assistant, as required by the EU AI Act. Optional premium models (OpenAI) are clearly marked because they may process data outside the EU.

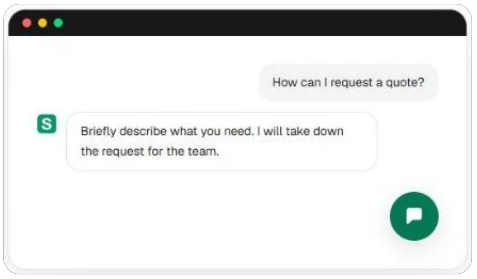
HOW IT WORKS

From your website address to a working assistant

1

Enter your website

Smartwebchat reads your public website and builds a first assistant from it — you can even preview it on your own site before signing up.



2

Add your knowledge

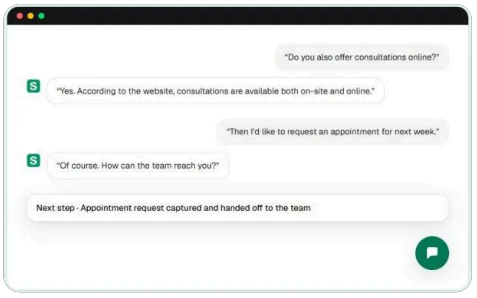
Upload PDFs such as price lists or brochures, type in question-and-answer pairs or paste your own text. The assistant answers only from this approved content.

Website pages	✓ Read
Price list (PDF)	✓ Uploaded
Top 10 FAQs	✓ Added
Opening hours	✓ Text
Booking link	✓ Cal.com

3

Let it move visitors forward

When a visitor is ready, the assistant captures the enquiry or books the appointment — and hands over to your team when a request needs a person.



4

Learn from the conversations

Analytics show how many conversations, leads and bookings you got, which questions come up most and what it costs — so you can improve your website and FAQs.

Conversations	✓ Counted
Enquiries captured	✓ Tracked
Appointments booked	✓ Tracked
Top questions	✓ Listed
Running costs	✓ Shown

PRICING

Clear monthly pricing, no sales call

Prices from the Smartwebchat pricing page and the Digistore24 checkout, in euros excluding VAT. Billed monthly and cancellable each month.

Most businesses

Single Customer

€149 / month

One assistant for your own website. Excl. VAT.

- 1 AI customer assistant
- 5,000 standard messages per month
- Knowledge base from website and documents
- Lead capture, appointment paths and human handover
- Analytics, your colours and logo
- GDPR data processing agreement included

Agency

€499 / month

For agencies managing several clients. Excl. VAT.

- 15 AI customer assistants
- 25,000 pooled standard messages per month
- 2 users, separate knowledge per client
- Multi-tenant management, API and webhooks
- Priority support

Extras: €5 per additional 1,000 standard messages, €39 per extra user and €49 per extra agency assistant (all excl. VAT). Premium models are optional and charged per message. Non-profits with proof of charitable status can get the Single Customer plan free for at least 12 months, per the seller.

HOW TO TRY IT

Try Smartwebchat for free in 4 steps

1

Start the free trial

Register on smartwebchat.eu — no payment details needed.

2

Build it from your site

Enter your URL and add your top 10 questions.

3

Put it live

Paste the embed code and let real visitors use it.

4

Decide on day 14

Subscribe monthly through Digistore24, or simply stop.

Your safety net: the 14-day free trial needs no payment details, and the paid plan is billed monthly — you can cancel any month. Orders through Digistore24 are for business customers.

SETUP GUIDE

Setting up Smartwebchat on your website

Most businesses have a working assistant on their site within 20 minutes. Follow these steps in order — the knowledge base is what makes the answers good.

1 Start your free trial or subscribe

Register on **smartwebchat.eu** for the 14-day free trial — no payment details needed. Ready to pay? The Single Customer plan is sold through Digistore24 as a monthly subscription for businesses.

- On the Digistore24 checkout, order as a business and enter your VAT ID if you are in the EU.
- Your account is available right after payment; keep the order email for billing and cancellation.

💡 Use the trial on your real website — it is the best way to see what your visitors actually ask.

2 Create your first assistant

In the dashboard click **Create assistant** and enter your website URL. Smartwebchat reads your public pages and builds the first version of your assistant from them.

- It only uses your approved content as its knowledge base.
- You can have the website read again at any time after changes.

3 Fill the knowledge base

Add everything customers ask about. There are four ways: **read your website**, **upload files** (for example a price list or brochure PDF), **type question-and-answer pairs** or **paste your own text**.

- Phrase FAQs the way customers would ask them.
- Add opening hours, prices, service areas and how to book — the most common questions.
- Review and edit the automatically generated answers in the dashboard.

💡 The more specific your FAQs, the better the answers.

4 Make it look like your brand

Adjust the colours, logo, greeting and personality (for example professional or friendly) in the dashboard.

- Set a **proactive trigger** to show a message after a visitor spends some time on a page — an offer or a question.
- Want the chat on your own domain? Add it in the dashboard and complete the verification step.

5

Set up enquiries and handover

Decide what happens when a visitor is ready to talk: capture the enquiry, offer a callback or hand over to a person.

- Choose how your team is notified: **email**, **Slack** or a **webhook** to your CRM or ticket system.
- Handover can trigger automatically or when the visitor asks for a person.

6

Connect appointment booking

Connect your **Calendly** or **Cal.com** account so visitors can book directly in the chat window, without leaving your website.

- A Calendly or Cal.com account is required for booking.

7

Add the assistant to your website

In the dashboard open **Embed code**, copy the HTML snippet and paste it into your site immediately before the closing `</body>` tag.

- **WordPress / page builders:** paste the code into an HTML widget (or a header-and-footer code plugin so it appears on every page).
- **Wix:** Settings → Development & integrations → Custom Code → + Add Custom Code → paste → “Body – end” → Apply.
- Shopify, Webflow, Squarespace and Jimdo are supported too — follow the platform guide in the help center.

8

Test, then review analytics

Ask your assistant the questions customers ask most — on desktop and on your phone. Then check **Analytics** each week: conversations, top questions, leads, bookings and costs.

- Add a short note to your privacy policy about the AI chat (the DPA is included).
- Update the knowledge base whenever your offer or prices change.

OPTIONAL

Optional: WhatsApp, your own domain and privacy

Extend the same assistant beyond your website — and make sure your privacy policy reflects it.

WhatsApp channel

1. Prepare a phone number that is not used in the regular WhatsApp app.
2. Create your own **360dialog** account and connect the number through Meta's guided flow.
3. Enter the 360dialog API key in Smartwebchat, and Smartwebchat's webhook address in 360dialog.
4. Meta reviews your company details — from minutes to two working days.

WhatsApp is the only part with extra third-party costs (360dialog/Meta).

Your own domain

1. Open the domain settings in the dashboard.
2. Enter your domain (for example chat.yourbusiness.com).
3. Complete the verification step to prove you own it.

The assistant is then reachable under your domain.

Privacy checklist

1. The DPA under Art. 28 GDPR is concluded automatically.
2. Mention the AI chat and its providers in your privacy policy.
3. Visitor chats are deleted automatically after 30 days.
4. Choosing an OpenAI premium model may mean processing outside the EU — note it if you enable one.

You can export your account data as JSON at any time.

Six questions to add to your knowledge base first

"What are your opening hours?"
Include holidays and exceptions.

"How much does it cost?"
Prices or price ranges, and what is included.

"How do I book an appointment?"
Link to your Calendly or Cal.com booking.

"Do you also work in my area?"
List your service area or delivery zones.

"How long does it take?"
Typical waiting and delivery times.

"Which documents do I need?"
What customers should bring or send.

PRINT & TICK

Your Smartwebchat setup checklist

Tick each step as you go. Most businesses have a working assistant within 20 minutes.

- [ ] Start your free trial or subscribe
- [ ] Create your first assistant
- [ ] Fill the knowledge base
- [ ] Make it look like your brand
- [ ] Set up enquiries and handover
- [ ] Connect appointment booking
- [ ] Add the assistant to your website
- [ ] Test, then review analytics

Good to know: menu names above come from the Smartwebchat help center (November 2026) and may change as the app is updated. Smartwebchat support can help by email — and our assistant can walk you through it.

YOUR 14-DAY TRIAL PLAN

Make the most of the free trial

Days 1–2	Create the assistant from your website and add your top questions, prices and opening hours.
Days 3–4	Connect Calendly or Cal.com, set up handover notifications and add the embed code.
Days 5–12	Let real visitors use it. Read the conversations and improve the FAQs every few days.
Days 13–14	Check analytics: enquiries, bookings and saved time. Decide whether to subscribe.

FAQ

Quick answers

What is Smartwebchat?

Smartwebchat is an AI customer assistant for business websites. It answers visitor questions from your own website and documents, captures enquiries, books appointments via Calendly or Cal.com and hands complex requests to your team.

How much does Smartwebchat cost?

The Single Customer plan costs €149 a month excluding VAT, billed monthly and cancellable each month. The Agency plan costs €499 a month for 15 assistants.

Is there a free trial?

Yes. After registering on smartwebchat.eu you can test it for 14 days free, without entering payment details.

Do I need technical skills?

No. You create the assistant from your website address and add it to your site by pasting one code snippet — WordPress, Shopify, Wix, Webflow, Squarespace and Jimdo are supported.

Where do the answers come from?

From your approved content: your website, uploaded documents, question-and-answer pairs and texts you add in the knowledge base.

What happens if it cannot answer?

It hands the conversation to you or your team and notifies you by email, Slack or webhook — automatically or when the visitor asks for a person.



Serkan Fatih Gökdemir

Founder and Editor, SoftwareSelects

Serkan builds websites, WordPress plugins and online tools himself and checks every detail — what a product does, what it costs, the refund terms and who it suits.

Questions? Ask our assistant

Open softwareselects.com/website-marketing/smartwebchat/ and click “Ask about Smartwebchat” — it answers in seconds.

Sources: the Smartwebchat website (features, pricing, help center and trust pages) and the Digistore24 product listing and checkout, checked on November 26, 2026. Details can change — always confirm the price and refund terms at checkout. SoftwareSelects may earn a commission from purchases made through our assistant’s links, at no extra cost to you. © SoftwareSelects