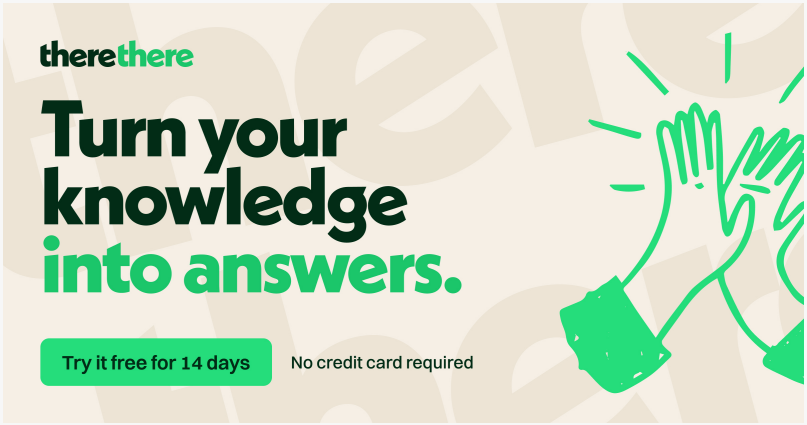
Spatie Introduces There There, an AI Helpdesk That Keeps Humans in Control

There There puts company knowledge beside customer conversations so teams can draft replies faster without turning support over to a bot.



There There AI Helpdesk from Spatie

ANTWERP, ANTWERP, BELGIUM, September 9, 2026 /EINPresswire.com/ -- Spatie introduces There There, the AI helpdesk that uses company knowledge and resolved tickets to help support teams answer email and chat conversations faster.

Spatie built There There after more than two decades of developing web software and supporting its own commercial products, including Flare, Mailcoach and Ray. The team designed the software so artificial intelligence gathers context and drafts the first response, while human teammates decide what reaches the customer.

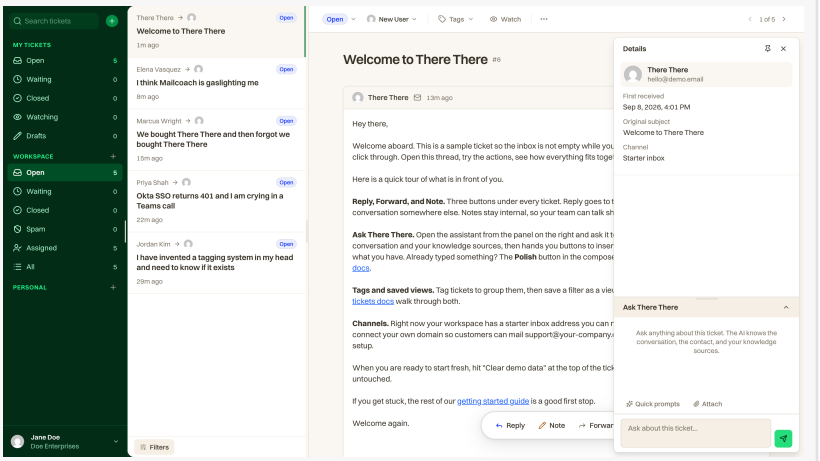
> I used to spend my morning combing through tickets. Now I have all the context I need right next to the conversation, and There There helps me draft a thoughtful reply in seconds"
>
> *Zuzana Kunckova, Support at Spatie*

There There unifies email channels and an embeddable chat widget in a single workspace. Organizations can configure distinct channels for separate products, brands or operating teams. Each channel maintains its own settings, Workflows and AI Brain.

The AI Brain indexes connected product documentation, reference articles and ticket history. Support staff can prompt it to interpret an issue, locate relevant past discussions, answer technical questions or draft a thoughtful reply. The platform also creates ticket titles, summaries and conversation recaps. All AI capabilities remain optional, allowing teams to determine where automated drafting fits their workflow while people stay in control of what is sent.

Freek Van der Herten, Founder at Spatie. Suggested focus, not approved wording: "We respect our customers too much to let a bot handle every interaction unsupervised," said Freek Van der

Herten, founder at Spatie. “We wanted a system that unifies context and prepares the initial draft so our team can answer quickly and thoughtfully, while people keep the final say.”



There There App Chat

Configurable Workflows automate ticket triage, including routing, tagging, team assignments and customer acknowledgments. Technical teams can also connect external systems through a REST API and Model Context Protocol (MCP) integrations, pulling live account or product data directly into support conversations without context-switching between internal tools.

There There reflects Spatie's hands-on support requirements. The core product team includes software developers, a designer and dedicated support personnel who manage daily customer inquiries across the company's product line.

There There is available at there-there.app with a 14-day free trial. No credit card is required.

About There There

There There (there-there.app) is an AI-assisted, human-led helpdesk created by Spatie. It brings email and chat into a unified workspace, using connected documentation and ticket history to summarize discussions, answer questions, draft replies and automate repetitive triage while keeping humans in control of customer communication.

About Spatie

Spatie is a software company based in Antwerp, Belgium. Founded in 2004, Spatie builds web applications, commercial developer tools and open source packages used worldwide. Its product portfolio includes Flare, Mailcoach, Ray and There There. Additional information is available at spatie.be.

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