

Fact sheet

About Hay.chat

[Hay.chat](#) is AI customer support for e-commerce and SaaS teams. It resolves customer issues by taking real actions, like refunds and order edits, in Shopify, WooCommerce, Wix, Stripe, Zendesk, HubSpot, Klaviyo and Twenty ([310+ actions](#) across [12 integrations](#)). Plans are a [flat monthly price](#) with resolutions included. Customer data is stored in the EU, but AI replies are generated by OpenAI in the US. The code is source-available under the Hay Community License v1.0. Hay Labs LDA runs Hay.chat from Lisbon, and [Damien Mulhall](#) and [Roger Junior](#) founded it in 2025.

Company facts

Founded	2025
Company	Hay Labs LDA, which operates Hay.chat
Based in	Lisbon, Portugal
Founders	Damien Mulhall (Co-Founder, Strategy and Content) and Roger Junior (Co-Founder, Product and Engineering)
Product	An AI support agent that answers customers and takes actions in the tools a business already uses
Integrations	310+ actions across 12 integrations, each one exposed to the agent as Model Context Protocol (MCP) tools. See the list
Licence	Source-available under the Hay Community License v1.0. Code on GitHub
Data	Customer data is stored in the EU. AI replies are generated by OpenAI in the US under EU Standard Contractual Clauses. Security details
Pricing	Flat monthly plans with resolutions included, and a 30-day free trial with no credit card. Plans
Press contact	press@hay.chat

Founders



Roger Junior

Co-Founder, Product and Engineering

Roger designs and builds Hay.chat's architecture.



Damien Mulhall

Co-Founder, Strategy and Content

Damien spent 10+ years managing support operations and project delivery for global brands including Dell, Microsoft, Intel, and Google.

Press contact

Email press@hay.chat. Logos, product screenshots, Bale avatars, founder photos and this sheet: hay.chat/press.