Avarole

SETUP GUIDE

Connect email to Avarole

Give your agent an email address on your own domain, turn every email into a ticket, and answer from one place. What to add, how it works, and how to fix the usual snags.

INSIDE

- What email gives your team
- Connecting your address, step by step
- Acknowledgements, replies and ticket rules
- Teaching your agent by email
- Limits, problems and fixes

Updated November 2026 | For Avarole account owners and administrators

Email in Avarole at a glance

Give your agent an email address on your own domain. Every email customers send to it becomes a ticket, they get a reply with the ticket number, and your team answers from the Tickets screen. This guide shows how to connect the address and everything that comes with it.

Where to find it

Open **Build** > **your agent** and find the **Email** card, with its on/off switch at the top right. Everything in this guide happens in that card and in Tickets.

What the address can do

	Answer customers	Feed the agent
What it is for	A support address that customers write to.	An address you write to, so your agent learns from what you send.
What happens to an email	It becomes a ticket. The sender gets a reply with its number.	It is read into your agent's knowledge. No ticket, and no reply to anyone.
Who answers	Your team, from Tickets, with a suggested reply from your agent.	Nobody. It never replies.
Choose it when	Customers will email you.	You want to teach your agent by email.

The one thing to check before you start

To receive mail, Avarole needs the **MX record** of your domain to point at it. An MX record decides where *all* mail for a domain goes. If you already receive email at that domain, for example on Google Workspace or Microsoft 365, changing it would stop that mail arriving. In that case use a **subdomain** such as **support.yourbusiness.com**, and give your agent an address on it like help@support.yourbusiness.com.

1. What email gives your team

The same help desk that runs your other channels, fed by email.

Feature	What it does
Tickets from email	Each email opens a ticket, triaged for priority and category and summarised, then routed and given a service-level clock. Your team is notified.
Acknowledgement	The sender is told their ticket number straight away. You can change the wording or switch it off.
Suggested reply	Your agent writes a draft from your own knowledge. It waits on the ticket for your team to edit and send. Nothing is sent without a person approving it.

Feature	What it does
Reply from Tickets	A full editor with formatting, Cc and Bcc, attachments, saved replies, a knowledge search and your signature. Replies go out from your address, with a few seconds to undo.
One thread per ticket	A customer's reply joins the same ticket and reopens it if it was pending or resolved.
Notes, forward, split, merge	Keep private notes, forward a ticket to someone outside the team (their reply comes back as a private note), split a second problem into its own ticket, or merge duplicates.
Resolved email and rating	When you resolve a ticket the customer is emailed and can rate the help with one click.
Ticket rules	Response targets, automatic closing, reminders, a default group and how new tickets are shared out.
Customer portal	A web page where customers raise and follow requests without writing an email.
Feed the agent	Learn from the emails and attachments you send in: PDF, text, markdown and CSV files.

2. How an email becomes a ticket

What happens between the customer pressing Send and your team seeing the ticket.

1 **The customer emails your address**

From any email program. They do not need an account or a link.

2 **Their email provider delivers it to Avarole**

This works because of the MX record you add. Avarole collects new mail about every two minutes, or straight away when you press **Check for new email now** in the card.

3 **Avarole opens a ticket**

New subject, new ticket. A reply that carries the ticket reference, or the mail program's threading, joins the ticket it belongs to.

4 **The customer gets the ticket number**

Their acknowledgement has the reference in the subject, for example **We have your message [AV-100012]**.

5 **Your team is told and your agent drafts a reply**

The ticket appears in Tickets. The suggested reply is waiting on it for your team to review.

6 **Your team answers**

From the ticket, in the same thread. The customer sees an ordinary email from your address.

What never becomes a ticket

- Automatic mail such as out-of-office replies and bounce messages. Answering those could make two auto-responders write to each other for ever.
- Mail from a sender you have blocked.

3. Connect your address, step by step

About ten minutes of your time, plus a short wait for DNS to update.

What you need

- A **domain you own**, such as yourbusiness.com, and access to where its DNS is managed. That is usually wherever you bought it: GoDaddy, Namecheap, Cloudflare, Squarespace, Route 53 and similar. If someone else looks after your website, ask them to add the record.
- A free address cannot be used. Domains like gmail.com, outlook.com or yahoo.com belong to their providers, and nobody else can add a record to them.
- The address you want, for example **support@yourbusiness.com**. It does not need to exist anywhere first.
- One address per agent. To use several addresses, give each its own agent.

1 **Switch the Email card on**

In **Build** > **your agent** turn on the switch at the top right of the Email card.

2 **Pick the address and what it does**

Type the full address. Choose **Answer customers** for a support address. Choose **Feed the agent** only for an address you write to yourself to teach your agent.

3 **Press Show me the record**

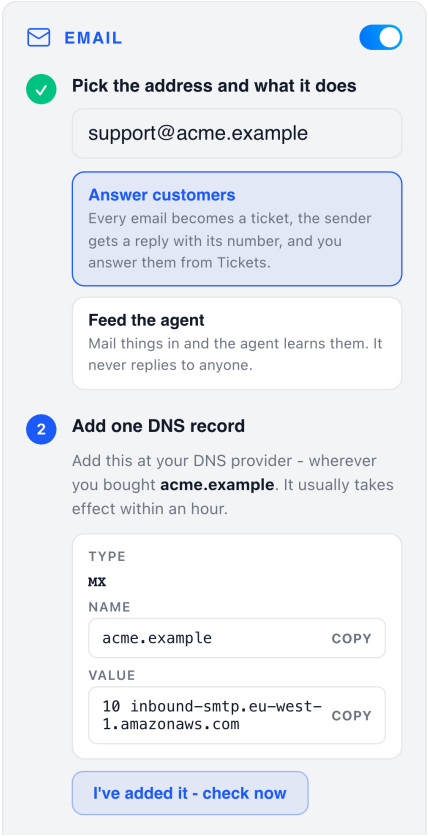
The card shows the record to add: its **Type** (MX), **Name** and **Value**, each with a copy button.

4 **Add the record where your DNS lives**

Create an **MX record** for your domain. Name or Host is your domain (some providers want @), Priority is **10** and the Value is exactly what the card shows. If the domain already has MX records you want to keep, stop and use a subdomain instead.

5 **Press "I've added it - check now"**

DNS usually takes effect within an hour, sometimes longer. Press the button again to re-check. The card turns green and says **Mail for your domain is reaching your agent**.



Steps 1 to 3 in the card: the address, the mode and the record to add.

Add the other records too

Below step 3 the card offers **Improve delivery** with a few more records: a TXT record that lets Avarole send as your domain, and DKIM records that sign your mail. The card marks them optional because receiving works without them. Add them anyway. Without them, acknowledgements and replies can fail to send or land in spam, and the card shows **The acknowledgement could not be sent**.

Test it

1 Send an email from another address

For example from your own Gmail to your new address.

2 Look in Tickets

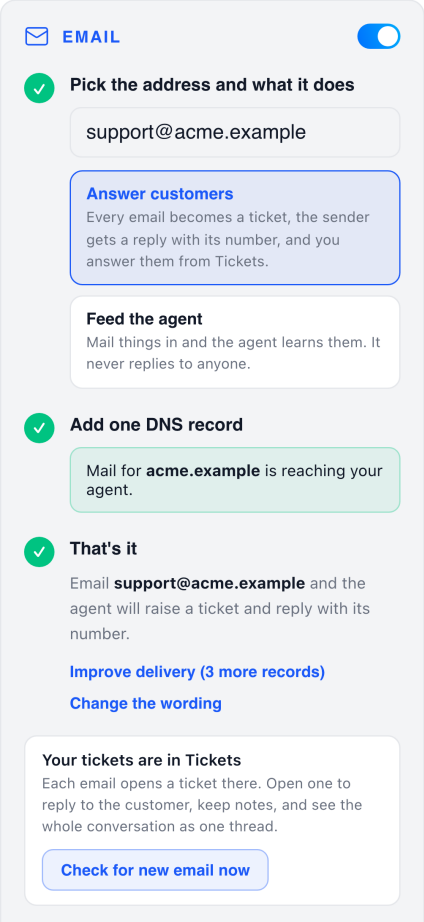
A new ticket appears within a couple of minutes. Press **Check for new email now** to skip the wait. The card then reports, for example, **1 new email, 1 ticket opened, 1 acknowledgement sent**.

3 Check the acknowledgement

The sender should receive an email with the ticket number in its subject. If it is missing, see the problems table.

What the card looks like when it works

All three steps show a green tick. **Your tickets are in Tickets** appears below them with the **Check for new email now** button and a summary of the last check.



A connected address: mail is arriving and tickets open in Tickets.

4. Make it sound like you

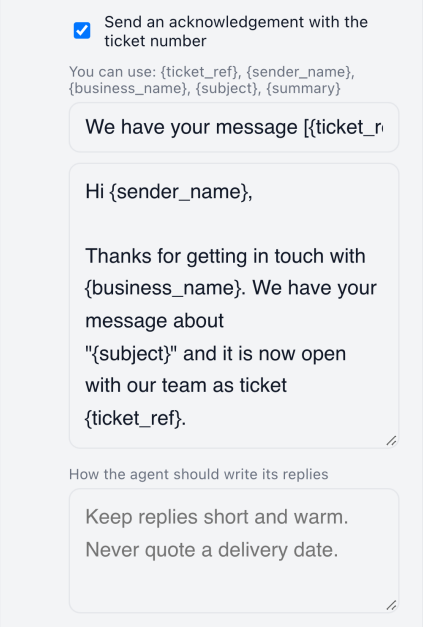
Everything here is in the Email card, under **Change the wording**. Press **Save** when you are done.

The acknowledgement

The email a customer gets when they first write. You can switch it off with **Send an acknowledgement with the ticket number**, or edit the subject and the body. Use these placeholders and Avarole fills them in:

Placeholder	Becomes
{ticket_ref}	The ticket reference, for example AV-100012
{sender_name}	The customer's name
{business_name}	Your business name
{subject}	The subject of their email
{summary}	A short summary of what they asked

Always keep **{ticket_ref}** in the subject. It is how a customer's reply finds its ticket again. A placeholder you invent is left exactly as you typed it.



Change the wording: the acknowledgement and the reply instructions.

How the agent writes replies

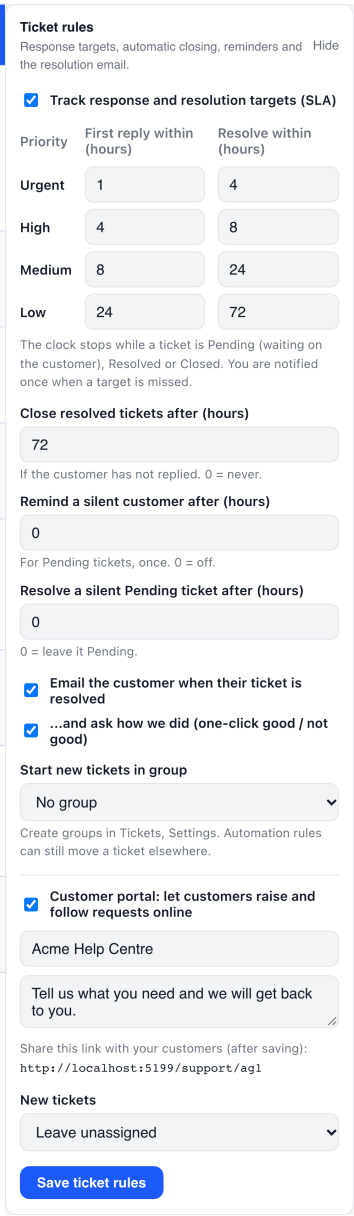
The box **How the agent should write its replies** is for tone and rules, for example *Keep replies short and warm. Never quote a delivery date.* It shapes every suggested reply.

Ticket rules

Press **Ticket rules** in the card to open them. They apply to every ticket from this address.

Setting	What it does
Track response and resolution targets	Turns the service-level clock on. Set a first-reply time and a resolve time for each priority. Defaults: Urgent 1h / 4h, High 4h / 8h, Medium 8h / 24h, Low 24h / 72h.
Close resolved tickets after	Closes a resolved ticket if the customer stays quiet. Default 72 hours. 0 means never.
Remind a silent customer after	Nudges a customer whose ticket is Pending, once. Default 0 (off).
Resolve a silent Pending ticket after	Resolves it for you. Default 0 (leave it Pending).
Email the customer when resolved	Sends the resolved email. Tick **...and ask how we did** to add a one-click good / not good rating.
Start new tickets in group	Puts each new ticket in a group you made under Tickets, Settings.
Customer portal	Turns on a web page for raising and following requests. Add a title and welcome line, then share the link shown after you save.
New tickets	Leave them unassigned, or share them evenly between teammates.

The clock stops while a ticket is Pending, Resolved or Closed, and you are told once when a target is missed.



The ticket rules for this address.

5. Feed the agent: teaching by email

An address you write to, so your agent learns from what you send.

- Choose **Feed the agent** in step 2 of the card. The setup is the same DNS record.
- Mail things to the address: notes, policies, price lists, minutes. The agent reads the message and its attachments, which can be PDF, text, markdown and CSV files.
- It never replies to anyone and opens no tickets.
- Use a separate address from the one customers write to. Anything sent to a Feed the agent address becomes knowledge the agent can answer from.

- You can switch an address between the two jobs at any time. Choose the other card, then press **Save**.

6. Working the tickets

You want to	Do this in the ticket
Answer the customer	Open the ticket and use the reply box. Press **Reply**, write or edit the suggested reply, add attachments if needed and send. Choose a status in the same step to resolve or set it to Pending.
Use your agent's draft	A **suggested reply** sits in the thread. Edit it and send it, or discard it.
Reuse an answer	**Saved replies** insert a prepared answer. **Knowledge** searches your documents for something to quote.
Talk privately	Switch to **Private note**. Only your team sees it. The customer never does.
Ask someone outside the team	**Forward** the ticket. Their reply returns as a private note and never reopens the ticket.
Separate two problems	**Split** a customer's message into a ticket of its own. Duplicate tickets can be merged from the ticket's menu.
Finish	Press **Resolve**. The customer is emailed, and can rate the help if you left that on.

7. Limits and good to know

Topic	What to know
One address per agent	Each agent has one address. A domain can be connected by only one Avarole account, and a domain you start but never finish setting up is released after 14 days.
Your own domain only	Free providers such as gmail.com, outlook.com, yahoo.com and icloud.com cannot be connected. Use a domain you control.
How often mail is collected	About every two minutes. Press **Check for new email now** for an immediate check.
Your plan's allowance	Emails that arrive count towards your plan's monthly email allowance. When it is used up, new mail is no longer handled automatically and the card reports it.
Attachments	Customers' files are kept on the ticket. Files over 10 MB are skipped. A reply can carry up to 10 files, 20 MB in all.
Replies need a person	Suggested replies are held for your team to approve. This card has no setting to send replies automatically.
Replies and the reference	A customer reply joins its ticket by the mail program's threading, or by the reference in the subject. A reply that loses both opens a new ticket.

8. Problems and fixes

What you see	What to do
"Mail for your domain is being delivered to ..., so nothing reaches us"	Your domain already has an MX record pointing somewhere else. Replace it with the one the card shows, or use a subdomain if that mail must keep working.
The check keeps saying it has not taken effect	DNS can take an hour or more. Check the record has the right name (your domain, or @), Priority 10 and the exact value, and that there is no old duplicate. Then press the check button again.
"A domain is required" or the address is refused	Type the full address, like support@yourbusiness.com. Free providers such as gmail.com cannot be used.
The card says the domain belongs to another account	A domain can be connected to one Avarole account. Use a domain you own, or contact Avarole support if it is yours.
"The acknowledgement could not be sent"	The ticket was still created. Add the Improve delivery records (the TXT and DKIM records) so Avarole can send as your domain. If it persists, contact support.
Mail arrives but no ticket appears	Check the mode is **Answer customers**. Out-of-office and bounce messages never open tickets, and blocked senders are ignored.
A customer's reply opened a new ticket	They changed the subject and their mail program lost the threading. Ask them to keep the reference, like [AV-100012], in the subject.
No suggested reply on a ticket	The agent drafts from your knowledge. Add documents or your website under Build so it has something to answer from.

9. Questions people ask

Can I connect my existing Gmail or Outlook inbox?

Not from the app today. Email connects through an address on a domain you control. Create an address on your own domain, such as support@yourbusiness.com, for your agent.

Will my normal business email stop working?

Only if you point your main domain's MX record at Avarole. To keep your normal mail, use a subdomain like support.yourbusiness.com for your agent.

Does the agent send replies on its own?

No. It drafts a suggested reply and your team sends it. Customers only ever get a message from a person, apart from the acknowledgement and the resolved email.

Do I have to pay Avarole for each email?

No. Emails count towards your plan's monthly email allowance. Your DNS provider may have its own charges for the record, though most add records for free.

Can customers email me directly instead of using a form?

Yes. That is what this is for. The customer portal is an extra for customers who prefer a web page.

Where do the tickets from email and from WhatsApp go?

Into the same Tickets screen. Each shows a label for how it arrived.

Glossary

Term	Meaning
Domain	The part of an address after the @, like yourbusiness.com. A subdomain is a part in front of it, like support.yourbusiness.com.
DNS	The directory that tells the internet where a domain's website and email go. Its records are edited where you manage your domain.
MX record	A DNS record that says which server receives a domain's email. The one the card shows sends your mail to Avarole.
TXT record	A DNS record holding a piece of text. Avarole's lets it send mail as your domain.
DKIM record	A DNS record that lets receiving mail systems check that your agent's mail really came from your domain, so it is less likely to be spam.
Ticket reference	The number on a ticket, like AV-100012. It goes in the subject of every email so a reply finds its ticket.
Acknowledgement	The automatic email that tells a customer their ticket number.
Suggested reply	A draft written by your agent from your knowledge, waiting on a ticket for your team to approve.
Service-level target	How quickly you aim to first reply and to resolve a ticket, by priority.

Need more help?

Open **Build** > **your agent** > **Email**. The card names what is missing: the record still waiting to take effect, or the reason an acknowledgement could not be sent. For anything else, contact Avarole support and include what the card says.