

Custom Events Initiator

The Custom Events initiator is included with Alchemer Workflow. If you are interested in purchasing Alchemer Workflow, please [contact us](#) for additional information.

Overview

Alchemer Workflow's Custom Events initiator allows you to initiate Workflows whenever certain conditions are met in an external system, as long as that system is capable of firing webhooks and sending fields.

This flexible solution allows you to combine Alchemer's robust survey and workflow capabilities with other external systems and software that you and your organization use.

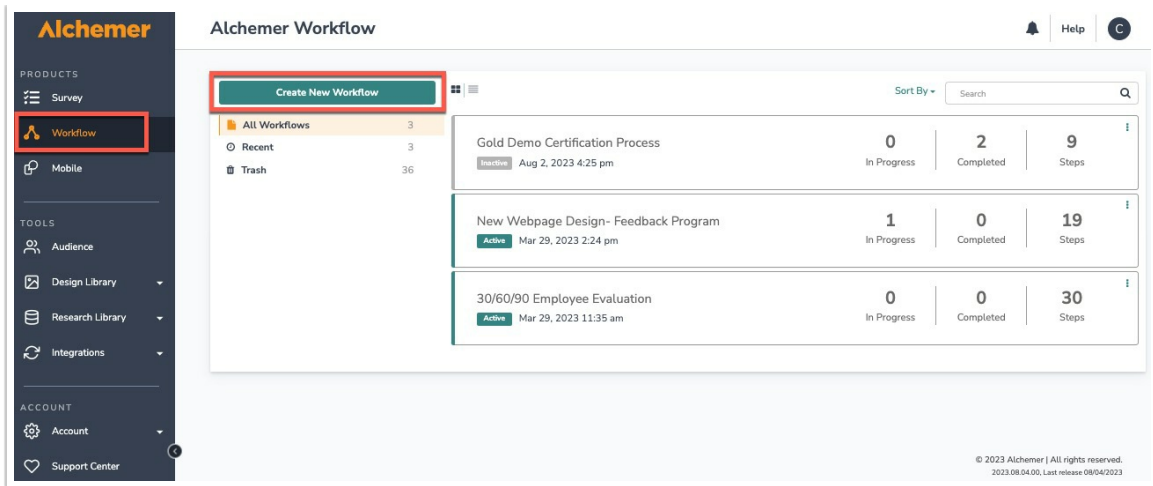
With the Custom Event initiator, you can:

- Initiate a Workflow when HTTPS requests are made to the webhook URL, after certain conditions are met in an external system. Here is an example:
 - You have an existing complex flow in another system, like Salesforce, and want to collect customer feedback when specific criteria is met. With the Custom Events initiator, you can initiate a Workflow that will send personalized survey invites to customers that met that specific criteria in Salesforce.
- Define custom fields and pass those fields into Alchemer Workflow. These fields can then be used in subsequent Workflow steps, like Survey Invite or Send Email actions, in the form of Merge Codes or If/Else Logic.

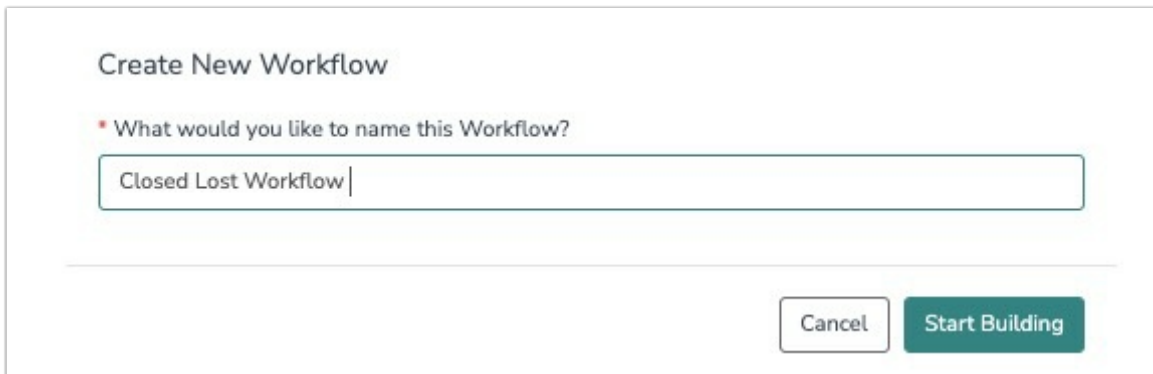
Setup

Prior to configuring the Custom Events initiator within Alchemer, we recommend going into your external system and determining how the system will call the provided HTTPS endpoint and initiate the workflow. At this time, also define the field names and values that you want pass to your Workflow as a part of the initiator.

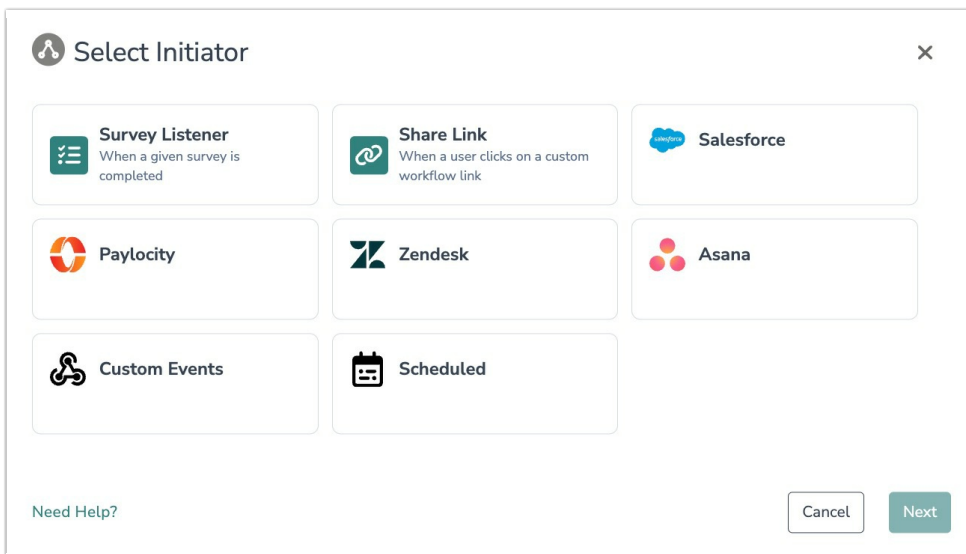
1. Create a new Workflow.
-



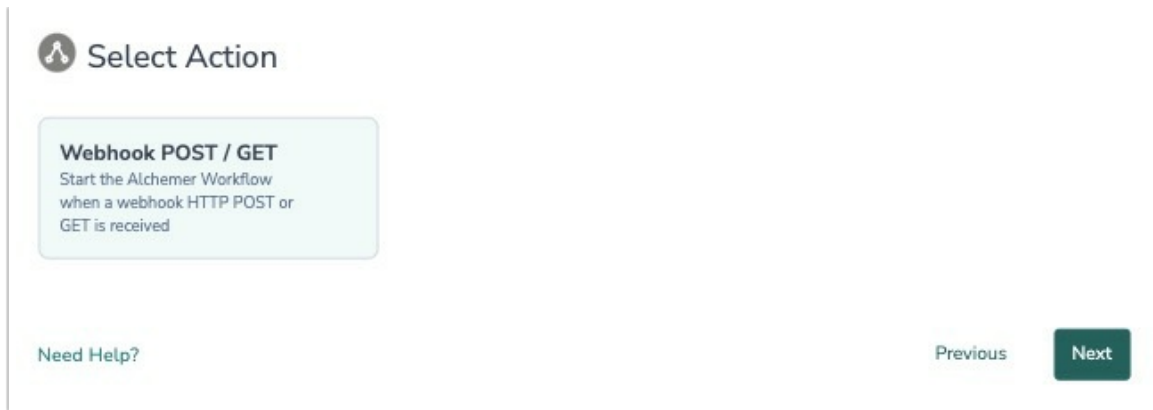
2. Name your new Workflow.



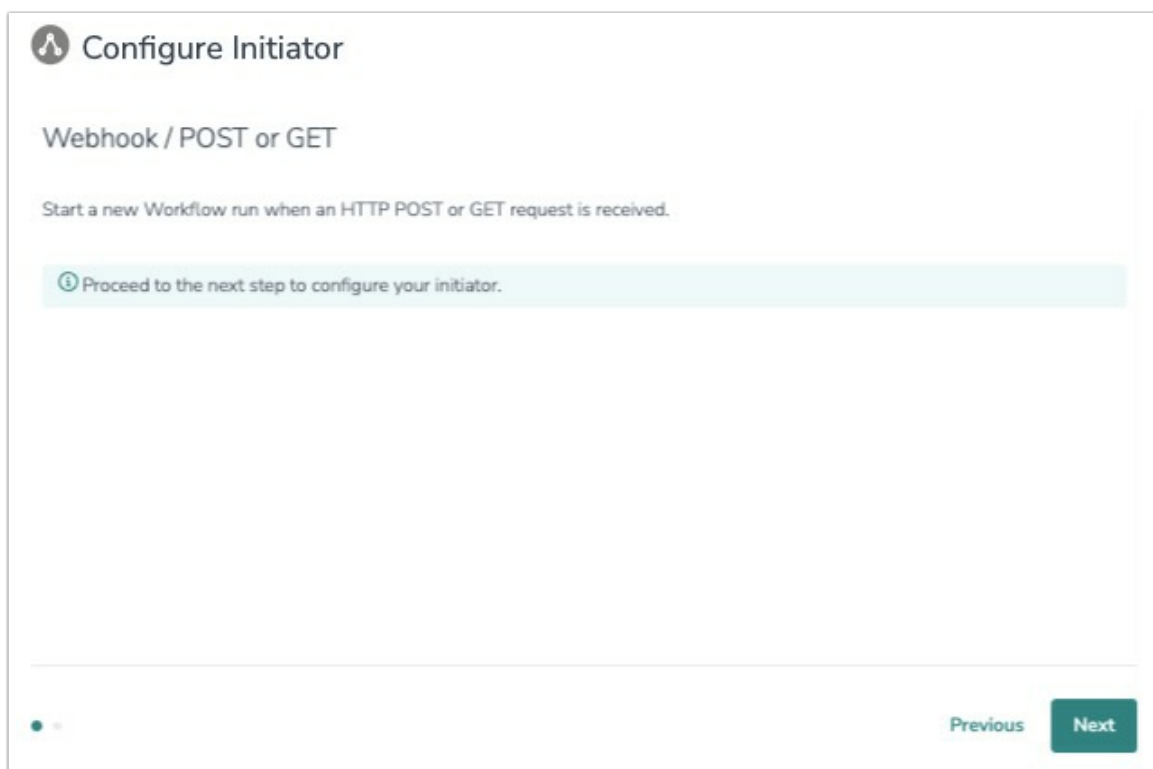
3. Select the Custom Events button when choosing your Workflow initiator.



4. Click the Webhook POST / GET button and then hit "Next".



5. Hit "Next" on the initiator overview page.



6. Copy the provided webhook URL and paste that URL into your external system.

Example GET Request

Example POST Request

2. Field that are not configured in Alchemer, but are still passed by the external system, will be ignored.
3. The request must be in a flat key-value pair structure. Alchemer will ignore any nested objects and arrays in the JSON body.

9. To complete the Custom Events initiator, hit the Save button.

Merge Codes

When the webhook fires, custom fields are passed to Alchemer Workflow. After configuring this initiator, you can use these fields in merge codes, logic, and other Workflow features.

For more information on how to use these merge codes in your Workflow, [check out this article](#).

FAQs

▷ What permissions do I need within Alchemer to set-up and use the Custom Events initiator?

▷ This initiator doesn't fit my use cases, or I want to provide feedback to the Alchemer Product Team!

Related Articles

