

Alchemer Workflow Braze Initiator

The Braze initiator is available for purchase as an add-on. If you are interested in purchasing, please [contact us](#) for additional information.

Overview

Braze is a customer engagement platform used by businesses for multichannel marketing. The Braze initiator pairs Alchemer's robust Workflow and survey capabilities with Braze's customer engagement and marketing automation platform.

With this integration, you can initiate personalized customer feedback Workflows in Alchemer after specific events occur in Braze, ensuring the collection of timely and targeted feedback from your customers.

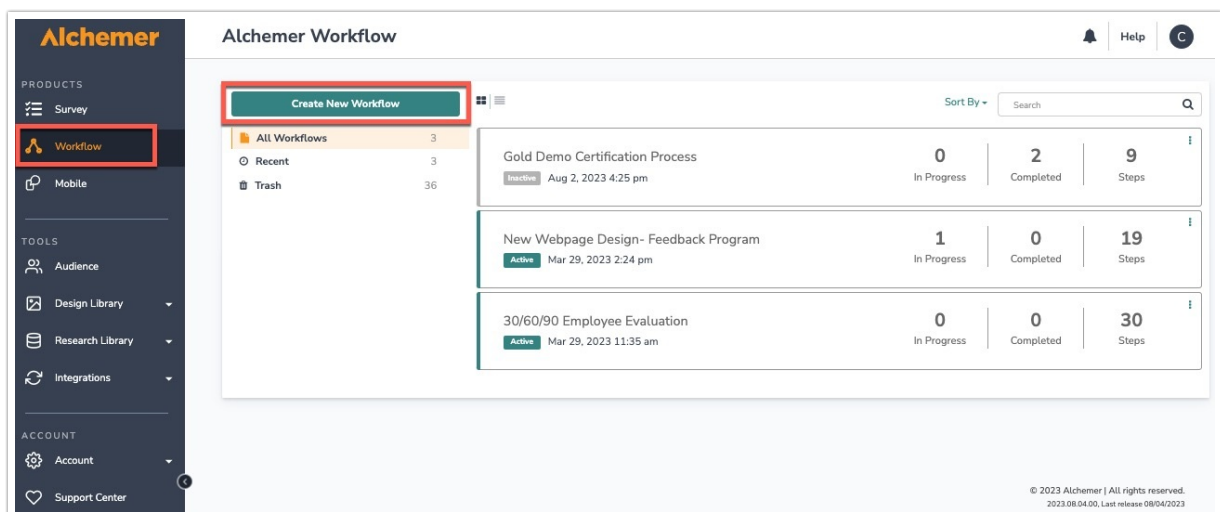
With Braze and Alchemer, you and your team can:

- Initiate Workflows after events occur in Braze.

The Braze initiator uses webhooks. Learn more about creating webhooks in Braze [here](#).

Setup

1. Create a new Workflow.



The screenshot displays the Alchemer Workflow management interface. On the left, a dark sidebar contains navigation options under 'PRODUCTS' (Survey, Workflow, Mobile), 'TOOLS' (Audience, Design Library, Research Library, Integrations), and 'ACCOUNT' (Account, Support Center). The 'Workflow' option is highlighted with a red box. The main content area, titled 'Alchemer Workflow', features a 'Create New Workflow' button at the top left, also highlighted with a red box. Below this is a list of workflows with columns for name, status, and counts. The workflows listed are:

Workflow Name	Status	In Progress	Completed	Steps
Gold Demo Certification Process	Inactive	0	2	9
New Webpage Design- Feedback Program	Active	1	0	19
30/60/90 Employee Evaluation	Active	0	0	30

At the bottom right of the interface, there is a copyright notice: © 2023 Alchemer | All rights reserved. 2023.08.04.00, Last release 08/04/2023.

2. Name your Workflow.

Create New Workflow

* What would you like to name this Workflow?

CX Feedback Workflow

Cancel

Start Building

3. After creating a new Workflow, select Braze as your Workflow initiator.

Select Initiator



Asana

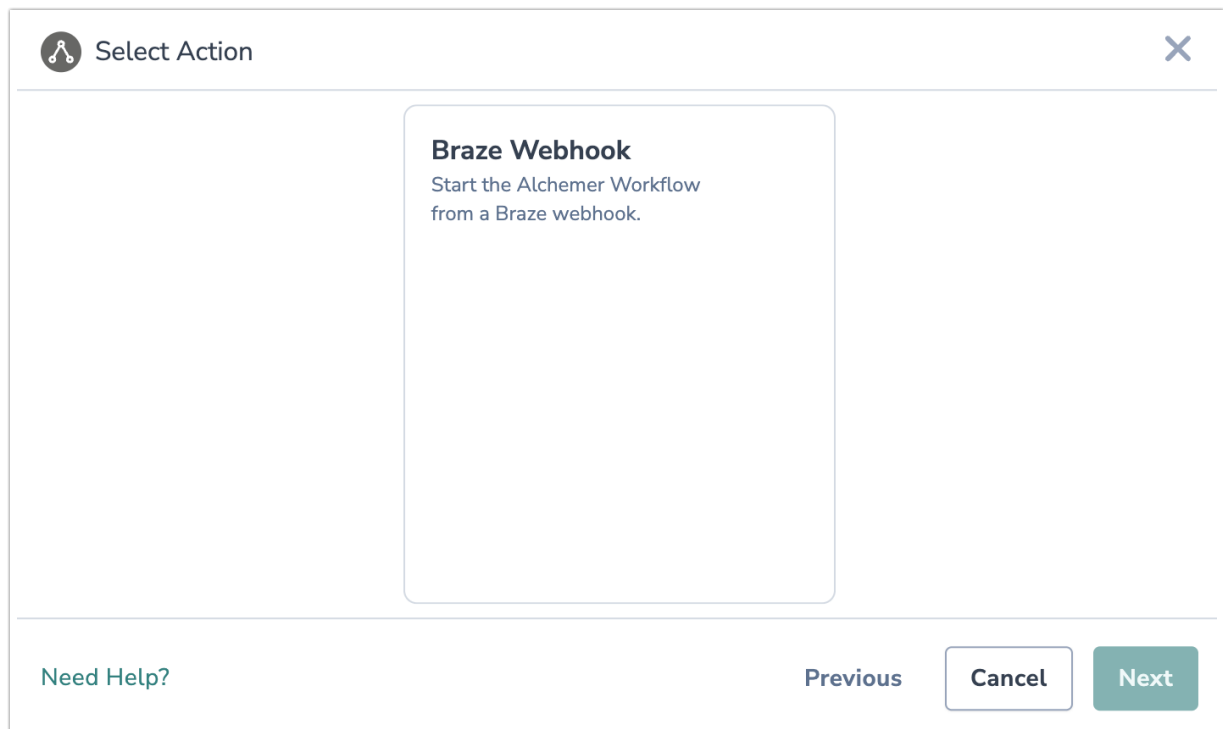
Braze

Custom Events

Gladly

4. Select Braze Webhook and then click "Next".

Select Action



Braze Webhook
Start the Alchemer Workflow from a Braze webhook.

Need Help?

Previous

Cancel

Next

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

Configure Initiator

Braze Webhook

Start a new Workflow run when an event occurs in Braze using a custom webhook.

 Proceed to the next step to configure your initiator.



Previous

Next

6. Within your Braze account, select a Canvas or campaign, and create the webhook that, once fired, will initiate your Workflow.

For more details on this process, you can review [Braze's documentation here](#).

7. When composing the new webhook, enter the Webhook URL supplied by Alchemer.

Configure Initiator

Braze Webhook

Braze Webhook URL

Set the webhook URL in Braze to this endpoint. [Learn more](#).

Webhook URL

https://
[redacted].trayapp.io 

JSON Key/Value Pairs

Set the REQUEST BODY in Braze to 'JSON Key/Value Pairs'.

Add a key below for each key/value pair created in Braze. [Learn more](#).



Previous

Save

8. In your Braze account, set the REQUEST BODY to 'JSON Key/Value Pairs'. Then add any key/value pairs to the webhook in Braze. Whenever the webhook fires, this information will be

sent to Alchemer and you will be able to use these values as merge codes in Workflow steps.

For more information on this step, refer to [Braze's documentation here](#).

9. Configure the key/value pairs in Alchemer Workflow, so that Alchemer can receive the key/value pairs in the REQUEST BODY. When done, click the "Add to Braze Keys" button.

They keys must match exactly in both Alchemer and Braze. For example, a key labeled "last_name" in Braze must be added as "last_name" in Alchemer.

Configure Initiator

JSON Key/Value Pairs

Set the REQUEST BODY in Braze to 'JSON Key/Value Pairs'.
Add a key below for each key/value pair created in Braze. [Learn more](#).

last_name

first_name

Add to Braze Keys

Previous Save

10. Click the "Save" button to complete configuration for this initiator.

Merge Codes

When the webhook fires, Braze will pass any custom fields 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](#).

Use Case

ABC Software use Braze to run complex, cross-channel Workflows. However, the team at ABC Software need the ability to include longer surveys as part of their Workflows. In this specific

example, they want to send long form customer experience surveys to their largest enterprise customers after a set of specific events occur in Braze.

To accomplish this, ABC Software use the Alchemer Workflow Braze initiator to trigger a customer feedback Workflow in Alchemer, after a series of events occur in a Braze Workflow. They add a webhook to their workflow in Braze that triggers the Workflow in Alchemer when the specified events occur. This integration between Braze and Alchemer allows ABC Software to collect in-depth feedback from their largest enterprise customers through extended surveys, enhancing their understanding of customer experiences and ultimately improving their services.

FAQs

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

▷ Can multiple Workflows initiate off the same Braze initiator?

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

Related Articles