

# Alchemer Workflow Gladly Initiator

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

## Overview

Alchemer's Gladly initiator is a powerful solution that combines customer service and feedback collection.

With this integration, events that occur Gladly can automatically trigger targeted customer feedback Workflows, enabling you to gather valuable customer feedback at key touch points. This integration simplifies the process of collecting and utilizing customer feedback, providing a comprehensive solution for improving your services and overall customer satisfaction.

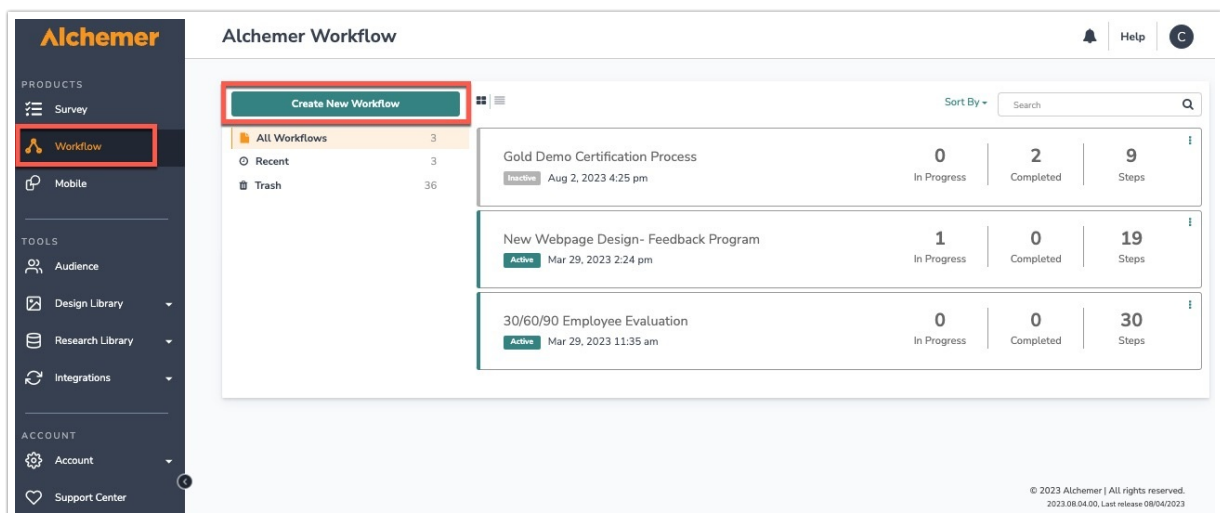
With Alchemer and Gladly, you and your team can:

- Initiate a Workflow when a Conversation Closed event occurs in Gladly.
- Looking for other Gladly events? [Contact us here!](#)

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

## Setup

1. Create a new Workflow.



The screenshot displays the Alchemer Workflow management interface. On the left, a 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 (also highlighted with a red box) and a table of existing workflows. The table has columns for 'All Workflows', 'Recent', and 'Trash'. The main table lists three workflows with their status, in-progress count, completed count, and total steps.

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

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2. Name your Workflow.

### Create New Workflow


\* What would you like to name this Workflow?


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Cancel Start Building

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

### Select Initiator

 Asana

 Braze

 Custom Events

 Gladly

The Gladly option is highlighted with a red border.

4. Select Conversation Closed Webhook and then click "Next".

### Select Action


**Conversation Closed Webhook**  
Start a new Workflow run when a Conversation Closed event occurs in Gladly.

**Conversation Closed webhook with do-not-survey support**  
Start a new Workflow run when a Conversation Closed event occurs in Gladly. Includes support for do-not-survey support.

[Need Help?](#) Previous Cancel Next

For additional information on configuring and using the "do-not-survey" supported initiator action, [refer to this documentation](#).


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

 Configure Initiator


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## Gladly | Conversation Closed Webhook


Start a new Workflow run when a Conversation Closed event occurs in Gladly.

 Proceed to the next step to configure your initiator.

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 Previous Next

6. Enter your Gladly API Credentials or select an already authenticated account.


 Configure Initiator ✕

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## Gladly | Conversation Closed Webhook

Enter your Gladly API credentials

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 Previous Next

7. Name your authentication, then provide your Gladly URL, email address, and Token.

**WATCH OUT:** Your Gladly URL must include "https://" at the beginning of the URL and not include the trailing slash at the of the URL.

## Create a new authentication



[Redacted]

**URL**

https://companyname.gladly.com

**Email**

No value


**Token**

Previous Create

7. Within your Gladly account, create a Conversation Closed Webhook that, once fired, will initiate your Workflow.

For more details on this process, you can review [Gladly's documentation here](#). Make sure to select CONVERSATION CLOSED from the Events search picklist when configuring the webhook in Gladly.

7. When composing the new webhook, set the Webhook URL to the endpoint supplied by Alchemer.

 Configure Initiator ✕

## Gladly | Conversation Closed Webhook

**Webhook URL**

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

Webhook URL

```
https://[redacted].trayapp.io
```

Select CONVERSATION CLOSED from the Events search picklist when configuring the webhook in Gladly. [Learn more.](#)

● Previous Save

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

## Merge Codes

When the webhook fires, Gladly will pass the following 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.](#)

### ⊕ Fields for Gladly - Conversation Closed Webhook

## Use Case

TechSolutions Inc. relies on Gladly as its primary customer service platform. As a company they want the ability to collect timely and relevant customer feedback after customer interactions end, but currently they struggle with inconsistent and manual feedback collection processes.

To address these challenges, TechSolutions Inc. utilizes the Alchemer Workflow Gladly initiator. This initiates feedback Workflows automatically when a "Conversation Closed" event occurs in Gladly.

The Alchemer Workflow Gladly initiator enables immediate feedback collection, allowing TechSolutions Inc. to promptly address customer concerns. Additionally, this integration streamlines the feedback process, ensuring consistency and efficiency in collecting feedback after every customer interaction.

## FAQs

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

▷ Can multiple Workflows initiate off the same Gladly initiator?

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

Related Articles