

Alchemer Workflow Gladly Initiator

The Gladly initiator is included with Alchemer Workflow. If you are interested in purchasing Alchemer Workflow, 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.

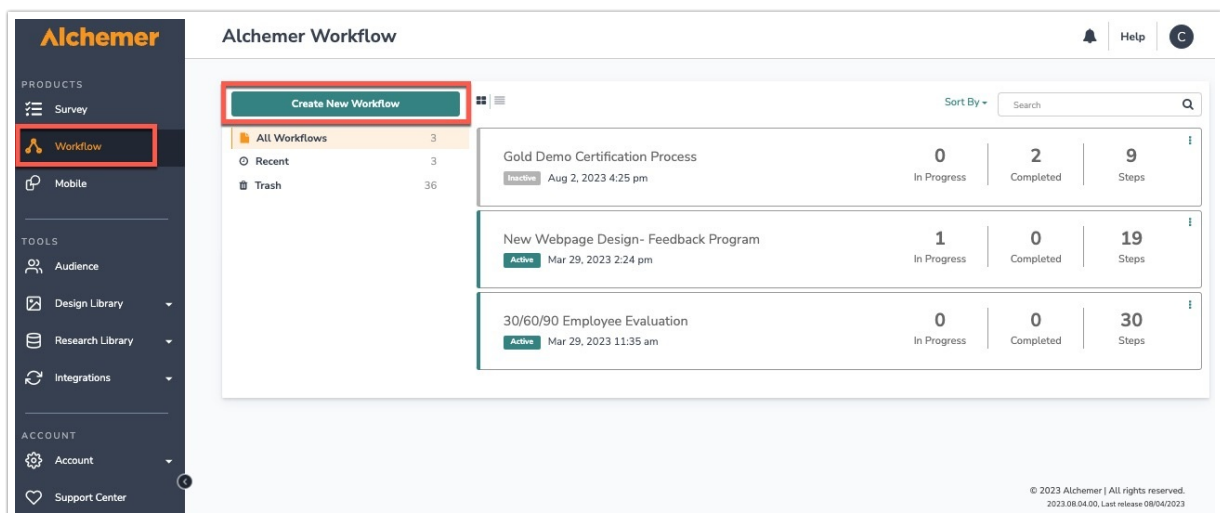
With Alchemer and Gladly, you and your team can:

- 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 shows the Alchemer Workflow dashboard. On the left, a sidebar menu has 'Workflow' highlighted with a red box. The main content area shows a 'Create New Workflow' button also highlighted with a red box. Below this, there is a table of workflows:

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 dashboard, 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?

[Cancel](#) [Start Building](#)

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

Select Initiator

 **Asana**

 **Braze**

 **Custom Events**

 **Gladly**

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.


[Need Help?](#) [Previous](#) [Cancel](#) [Next](#)


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

 Configure Initiator


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.


 Previous Next

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

 Configure Initiator ✕

Gladly | Conversation Closed Webhook

Enter your Gladly API credentials

 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. ADD TO SCREENSHOT

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



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