

Alchemer Workflow Shopify Initiator

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

Overview

The Shopify initiator combines the strengths of Alchemer's feedback collection engine with Shopify's dynamic e-commerce platform. This initiator allows you to seamlessly collect customer feedback whenever certain events occur in Shopify. For example, you can automatically send out a survey to collect feedback from customers after they pay for their order.

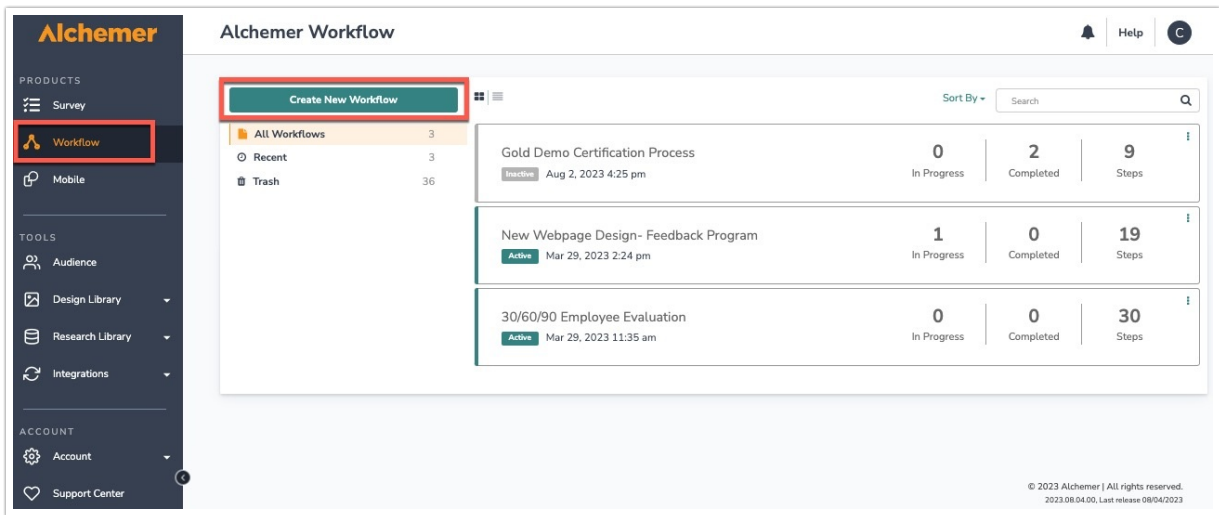
This solution doesn't just help you collect feedback, but helps you act on customer feedback as well. With Alchemer Workflow, you can use If/Else Logic and Send Email Actions to route specific customer feedback to appropriate teams and take targeted actions depending on the feedback received.

With Alchemer and Shopify, you and your team can initiate Workflows whenever these events occur:

- When a [new customer is created](#) in Shopify.
- When a [new order is created](#) in Shopify.
- When a [new order is paid for](#) in Shopify.
- Whenever a [new order is fulfilled](#) in Shopify.
- Looking for other Shopify events? [Contact us here!](#)

Setup

1. Create a new Workflow.



2. Name your Workflow.

Create New Workflow

* What would you like to name this Workflow?

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

3. Scroll down and select the Shopify button when choosing a Workflow initiator.

Select Initiator

Share Link
When a user clicks on a custom workflow link

Slack

Zendesk

Shopify

Survey Listener
When a given survey is completed

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4. Select the Shopify event that you want to use as your Workflow initiator.

Select Action

Customer Created
Start the Alchemer Workflow when a new customer is created

Order Created
Start the Alchemer Workflow when a new order is created

Order Paid
Start the Alchemer Workflow when a new order is paid for

Order Fulfilled
Start the Alchemer Workflow when a new order is fulfilled

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5. Click the "Next" button on the initiator overview screen.

Configure Initiator

Shopify | Order Paid

Start a new Workflow run when an order is paid for in Shopify.

Proceed to the next step to configure your initiator.

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6. Select "New Authentication"



Configure Initiator

Shopify | Order Paid

Select Connection



New authentication

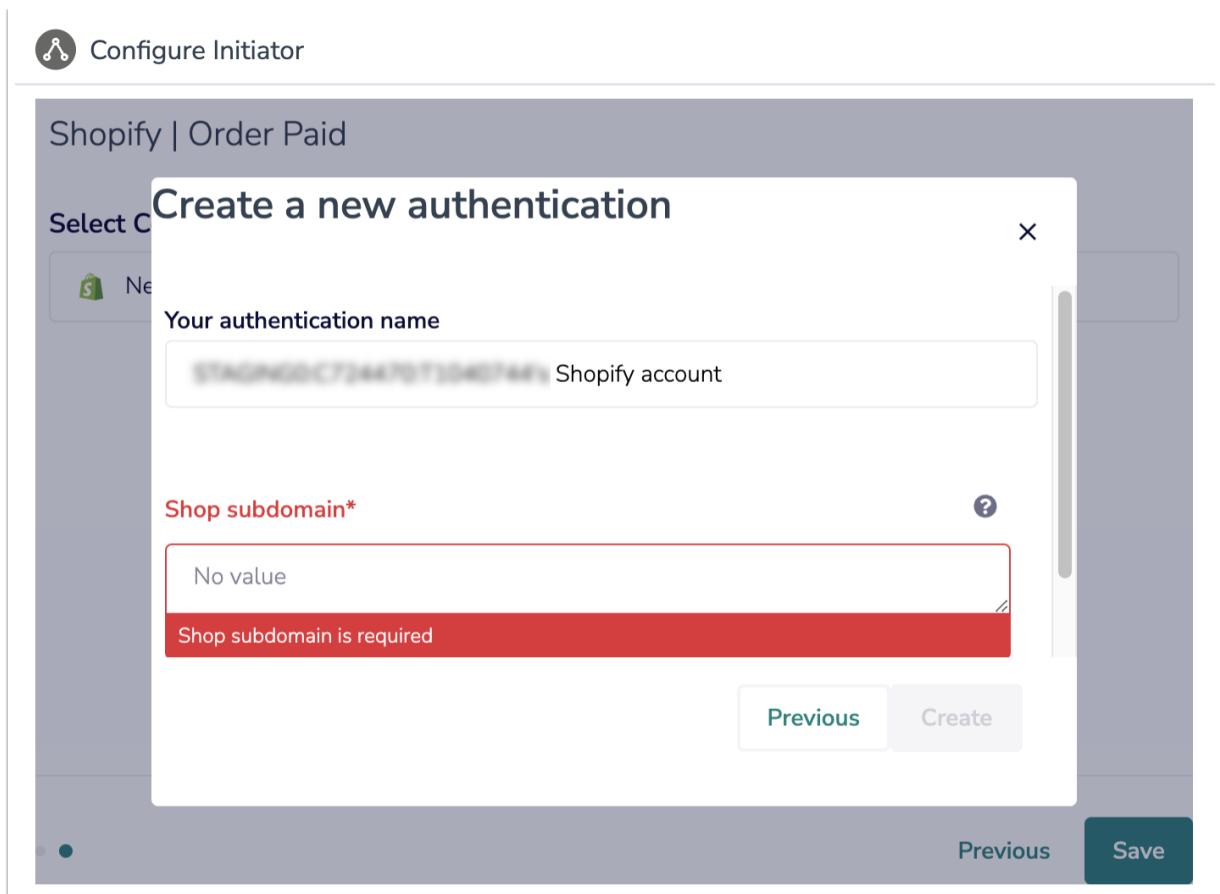


Previous

Save

7. Edit your authentication name and provide your shop's subdomain. When done, click the "create" button.

A subdomain is a subset of your root domain that you add as a prefix to your domain. For example, in the URL `help.shopify.com`, `shopify.com` is the root domain and `help` is the subdomain.



8. After you click "create", the Shopify authentication window will open. In this window, provide your Shopify credentials.

9. Click "save" to complete the Shopify initiator.

Merge Codes

When the webhook fires, Shopify 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, [checkout this article](#).

- ⊕ Fields for Shopify initiator - Order Fulfilled
- ⊕ Fields for Shopify initiator - Order Paid
- ⊕ Fields for Shopify initiator - Order Created
- ⊕ Fields for Shopify initiator - Customer Created

Use Case

XYZ Clothing run most of their business through a Shopify store. They are constantly looking for ways to improve the shopping experience on their store, but collecting customer feedback at the right time and from the right customer can be challenging.

To solve this problem, XYZ Clothing creates a customer experience Workflow in Alchemer and includes surveys asking customers about their experience. They use the Alchemer Workflow Shopify initiator to initiate this customer feedback Workflow, whenever a customer pays for an order on Shopify.

In this way, XYZ Clothing can collect valuable customer feedback immediately after a successful transaction, ensuring that they capture insights from the right customers and at the right time. This timely feedback allows XYZ to address concerns, gather insights on the shopping experience, and identify areas for improvement on their Shopify store.

By leveraging the Alchemer Workflow Shopify initiator, XYZ Clothing is able to make data-driven decisions and continuously enhance their customers' shopping experience, ultimately driving business growth and customer satisfaction.

FAQs

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

▷ Can multiple Workflows initiate off the same Shopify initiator?

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

Related Articles