Alchemer Workflow ServiceNow Initiator

> The ServiceNow initiator is available for purchase as an add-on. If you are interested in purchasing, please contact us for additional information.

Overview

ServiceNow is used to **set up systems that define, manage, automate and structure IT services for companies**. With this initiator, events that occur in ServiceNow 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.
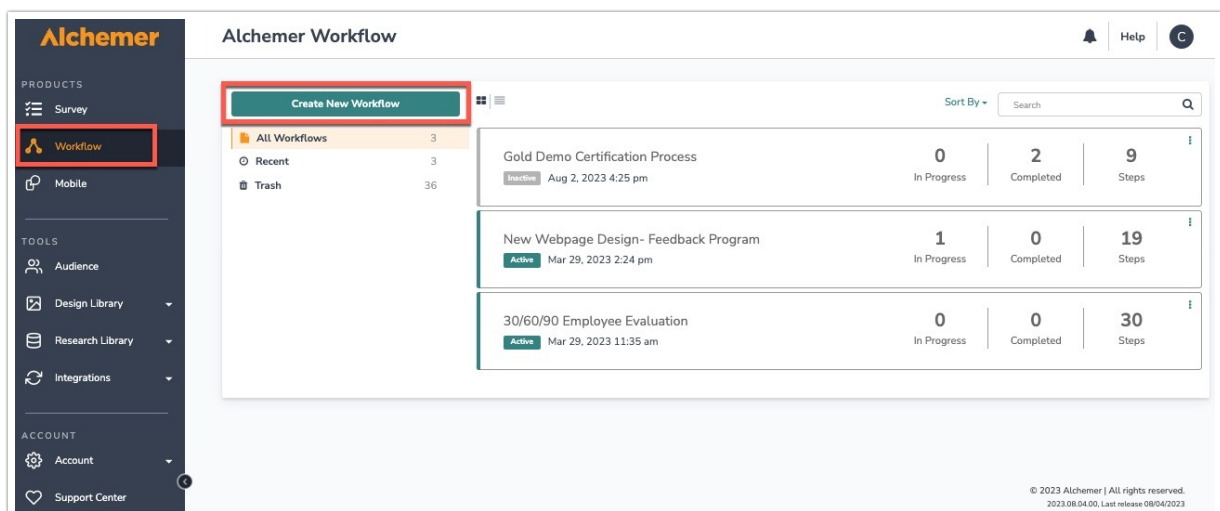
With Alchemer and ServiceNow, you and your team can:

- Initiate feedback Workflows after events occur in Servicenow, for example in a ServiceNow Flow Designer or from an Outbound web service.

> There are two ways to initiate an Alchemer Workflow via ServiceNow.
>
> 1. Add a REST step to a ServiceNow Integration Hub Flow. For more details, refer to ServiceNow's documentation.
>
> 2. Add a REST Step in a ServiceNow scripted Outbound Rest web service. For more details, refer to ServiceNow's documentation.

Setup

1. Create a new Workflow.

2. Name your Workflow.

Create New Workflow

* What would you like to name this Workflow?

Customer Service Feedback Workflow

Cancel   Start Building

3. In Alchemer Workflow, select ServiceNow when choosing your Workflow initiator.

Select Initiator   ✕

Salesforce   📅 **Scheduled**

ServiceNow   🔗 **Share Link**
                                        When a user clicks on a custom
                                        workflow link

🛍️ **Shopify**   **Slack**

Need Help?   Cancel   Next

4. Select "REST Step / Outbound REST" then click "Next".

Select Action

REST Step / Outbound REST

Start a new Workflow using a REST Step in a ServiceNow Integration Hub Flow or in a ServiceNow scripted Outbound REST web service.

Need Help?   Previous   Cancel   Next
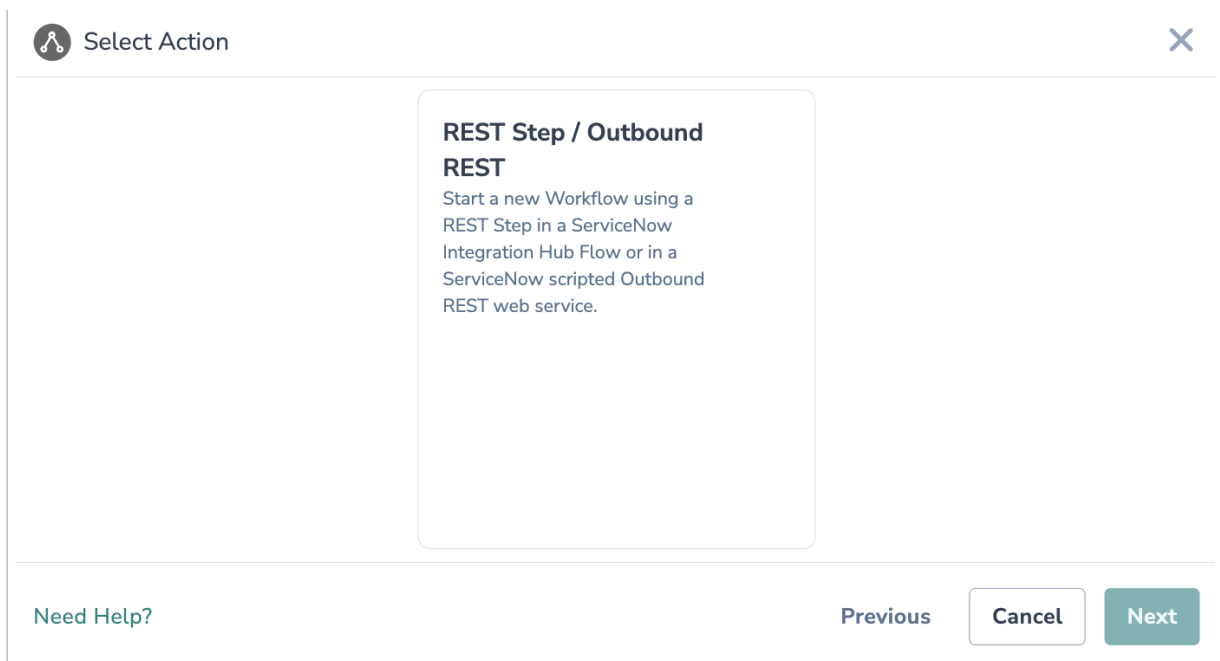
5. Click "Next" on the initiator overview screen.

Configure Initiator

ServiceNow | REST Step / Outbound REST
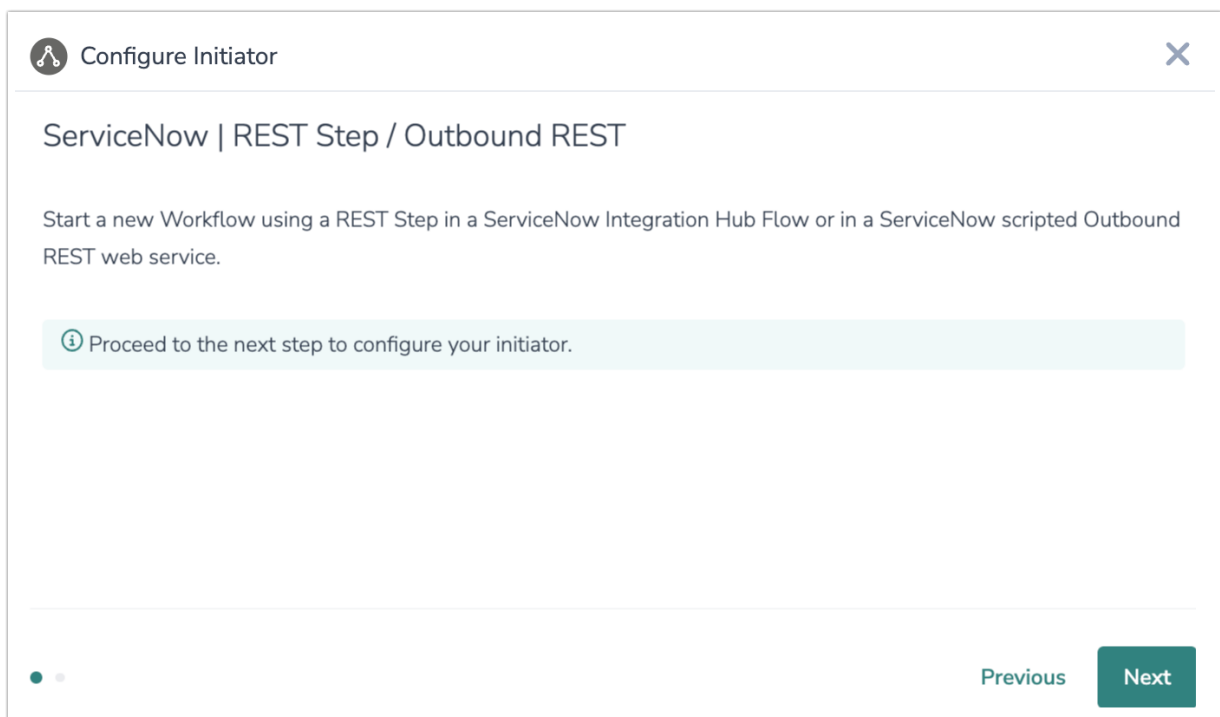
Start a new Workflow using a REST Step in a ServiceNow Integration Hub Flow or in a ServiceNow scripted Outbound REST web service.

ⓘ Proceed to the next step to configure your initiator.
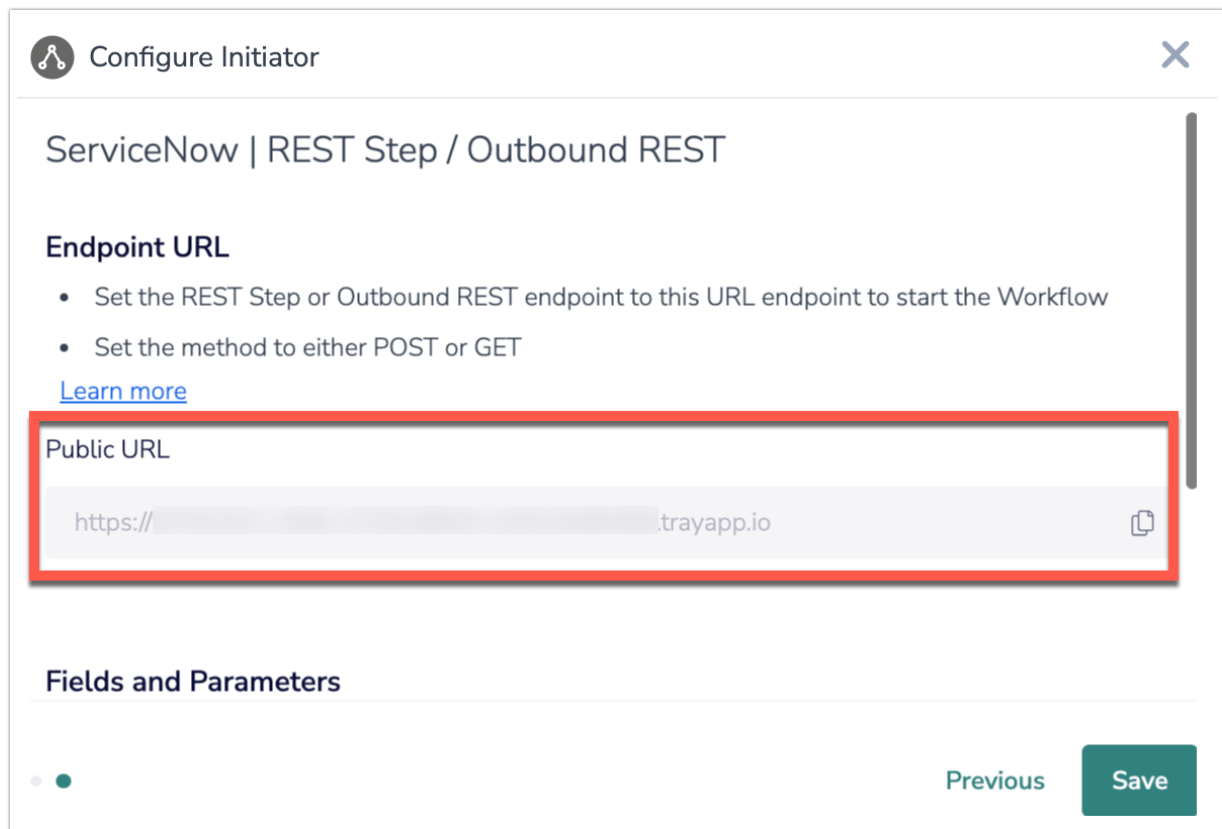
Previous   Next

5. Within your ServiceNow account, add a REST Step to a ServiceNow Integration Hub Flow OR in a ServiceNow scripted Outbound REST web service.

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>
> 2. Add a REST Step in a scripted ServiceNow scripted Outbound Rest web service. For configuration details, refer to ServiceNow's documentation.

6. Set the REST Step or Outbound REST endpoint to the URL endpoint provided by Alchemer. Then set the method to either POST or GET.
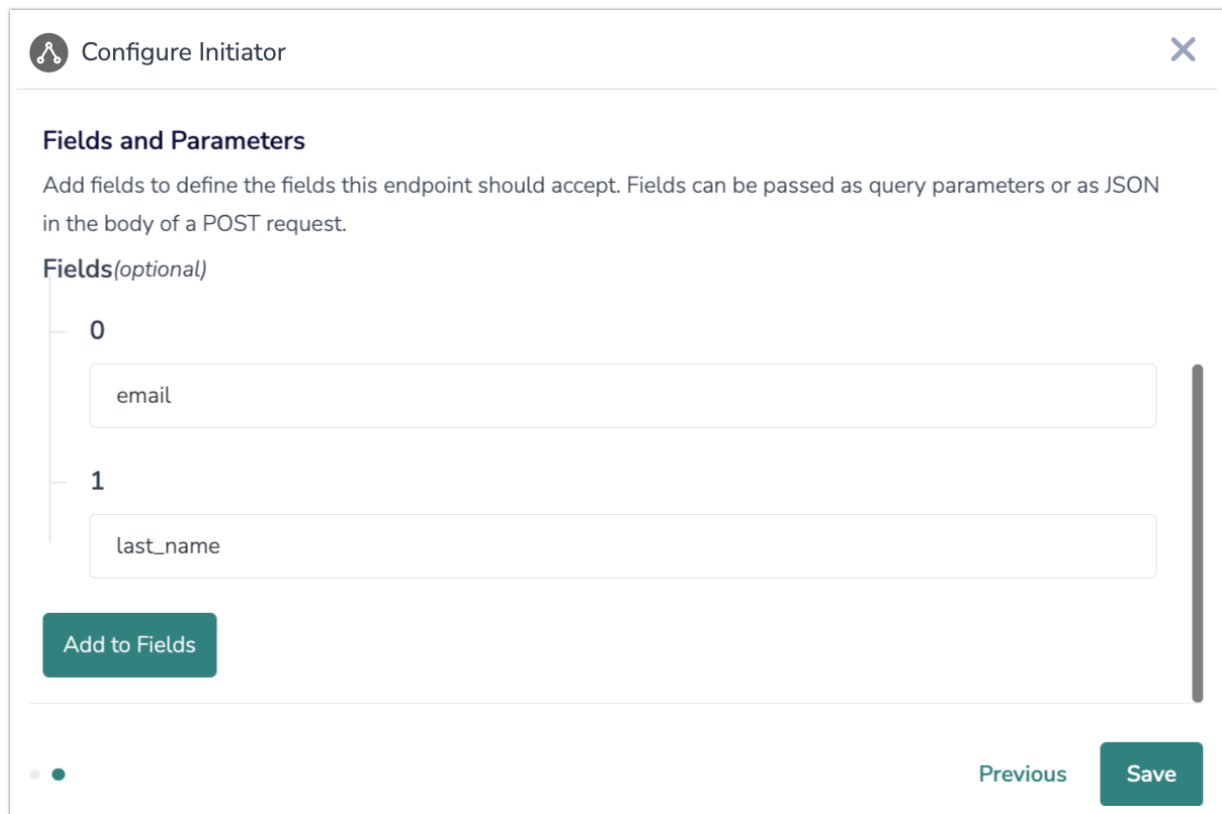
7. Define the fields the URL endpoint should accept. Fields can be passed as query parameters or as JSON in the body of a POST request. When complete, click "Add to Fields."

> <u>They fields must match exactly in both Alchemer and ServiceNow</u>. For example, a field labeled "email" in ServiceNow must be added as "email" in Alchemer.

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

Merge Codes

When the webhook fires, ServiceNow will pass any custom fields you defined 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.

Example Use Case

TechSolutions Inc. relies on ServiceNow 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 ServiceNow initiator. This automatically initiates feedback Workflows in Alchemer when specific events occur in their ServiceNow Case Management flows.

The Alchemer Workflow ServiceNow 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 ServiceNow initiator?**

▷   **Can multiple Workflows initiate off the same ServiceNow initiator?**

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

Related Articles