

# Alchemer Workflow BigCommerce Initiator

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

## Overview

BigCommerce provides software to businesses that helps them set up and manage online and mobile stores, handle payments and currency conversions. The BigCommerce initiator combines the strengths of Alchemer's feedback collection engine with the dynamic ecommerce platform.

This initiator allows you to seamlessly collect customer feedback whenever certain events occur in BigCommerce. For example, you can automatically send out a survey to collect feedback from customers after a shipment is created.

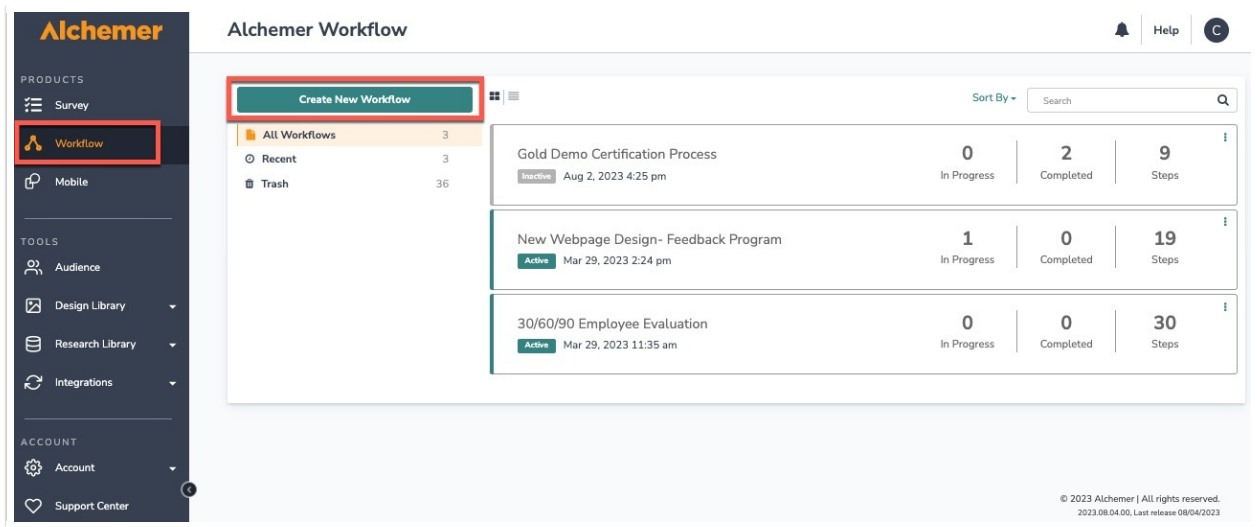
With Alchemer and BigCommerce, you and your team can initiate Workflows whenever these events occur:

- When a shipment is created in BigCommerce.
- When a cart is converted in BigCommerce.
- Whenever a cart is abandoned in BigCommerce.
- Looking for other BigCommerce events? [Contact us here!](#)

Setting up the Alchemer Workflow BigCommerce initiator requires a BigCommerce API Account. For more details, refer to their [API documentation](#).

## Setup

1. Create a new Workflow.
-















2. Name your Workflow.

### Create New Workflow

\* What would you like to name this Workflow?

3. Select BigCommerce as your Workflow initiator.

## Select Initiator

 Asana	 BigCommerce	 Braze
 Custom Events	 Gladly	 Greenhouse
 HubSpot	 Jira	 Kustomer
 Marketo	 Oracle Cloud	 Paylocity

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

## Select Action

<b>Shipment created</b> Start a new Workflow when a shipment is created in BigCommerce.	<b>Cart converted</b> Start a new Workflow when a cart is converted in BigCommerce.	<b>Cart abandoned</b> Start a new Workflow when a cart is abandoned in BigCommerce.
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Need Help? Previous Next

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

## Configure Initiator

### BigCommerce | Shipment created

Start a new Workflow when a shipment is created in BigCommerce.

 Proceed to the next step to configure your initiator.



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#### 6. Create a new BigCommerce authentication.

A store-level API account is recommended.

## Configure Initiator

BigCommerce | Shipment created

### BigCommerce API Account

Enter your API account information. A store-level API account is recommended.

[Learn more](#)

 New authentication

### Fields

Customer and Order fields are automatically available for use in your Workflow. Use these fields in merge codes, logic, email invites, etc. in your Workflow.

Previous

Save

7. Enter your BigCommerce API Account information.

For additional guidance, refer to the BigCommerce [API documentation](#).

## Create a new authentication ×

**Client ID\***

No value

Client ID is required

**Access token\***

No value

Access token is required

**Store hash\*** ?

No value

Store hash is required


### Finding Your API Account Information

[BigCommerce API Documentation](#)

1. In BigCommerce, navigate to Setting > Store Level API Accounts
2. Click "Create API Account"
3. In the OAuth Scopes section, select all the "read-only" options and hit save. Alchemer does not have write permissions to your BigCommerce store.
4. Once you click "Save," a file with your Client ID, Access Token, and Store Hash will start downloading.
5. Save and open the file. Then copy your Client ID, Access token, and Store hash from the downloaded file. In Alchemer, input those items into the three required fields in the screenshot above. **\*The image below is an example\***

```

BigCommerceAPI-credentials-3k4avqstfo-ojswmynq2lcfv9ivj3n6i8q2gg8xz... — Edited
ACCESS TOKEN: q7pgoebc1mz045o7q45gqb8w40uf6bk
CLIENT NAME: 1 token Test
CLIENT ID: 7jxzi6q3v8f6m1j2n9wcoqgvq3nlyjs
CLIENT SECRET: b2e05d76eb3b7c95ce5534e964bf455eb31266ebc53a573ace8b6c4a7e63b387
NAME: 1 token Test
API PATH: https://api.bigcommerce.com/stores/ovktlchz4fqs3/v3/
  
```


**The highlighted area is where you will find your Store Hash**

10. When complete, click "Save" to complete the initiator.

## Merge Codes

When the webhook fires, BigCommerce 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 BigCommerce initiator - Cart Abandoned
- ⊕ Fields for BigCommerce initiator - Cart Converted
- ⊕ Fields for BigCommerce initiator - Shipment Created

## Example Use Case

XYZ T-Shirts run most of their business through a BigCommerce 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 T-Shirts creates a customer experience Workflow in Alchemer and includes surveys asking customers about their experience. They use the Alchemer Workflow BigCommerce initiator to initiate this customer feedback Workflow, whenever an order a shipment is created in BigCommerce,

In this way, XYZ T-Shirts 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 BigCommerce store.

By leveraging the Alchemer Workflow BigCommerce initiator, XYZ T-Shirts 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 BigCommerce initiator?

▸ Can multiple Workflows initiate off the same BigCommerce initiator?

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

## Related Articles

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