

Alchemer Survey Zendesk Integration

The Alchemer Survey Zendesk Integration is available as an add-on. If you are interested in purchasing the Zendesk Integration, please [contact us](#) for additional information.

At a high-level, Alchemer's integration with Zendesk allows you to easily:

- Pull User or Ticket records from Zendesk into Alchemer, for use in surveys or email campaigns.
- Push survey data from Alchemer into Zendesk, for example to update user or ticket records.

On the Zendesk-side, customer feedback collected through Alchemer seamlessly flows into your ticket management systems, reducing data silos and conserving time and resources that would have otherwise been used on manually inputting feedback into Zendesk customer records and tickets.

This integration also democratizes feedback by putting survey data from Alchemer into the hands of your customer-facing teams, who are in Zendesk every day.

On the Alchemer-side, this integration uses data from Zendesk user records and tickets to personalize surveys. This allows you to collect highly pertinent and focused feedback, enabling you to better understand customer satisfaction and enhance your overall support experience.

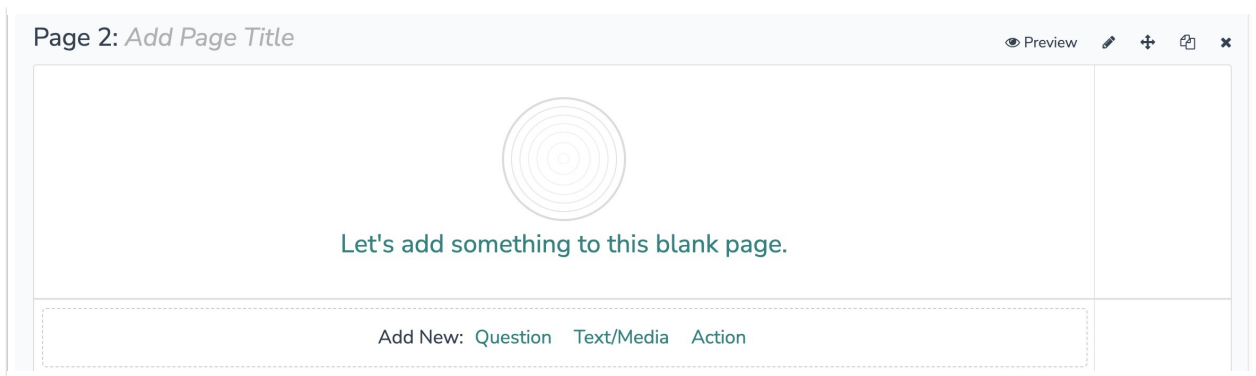
What are some examples of the Alchemer Zendesk Integration in practice:

- Send a Customer Support Satisfaction Survey through Alchemer and automatically update user records in Zendesk when that customer provides their feedback.
- Use Zendesk ticket or user record information to personalize surveys sent through Alchemer.

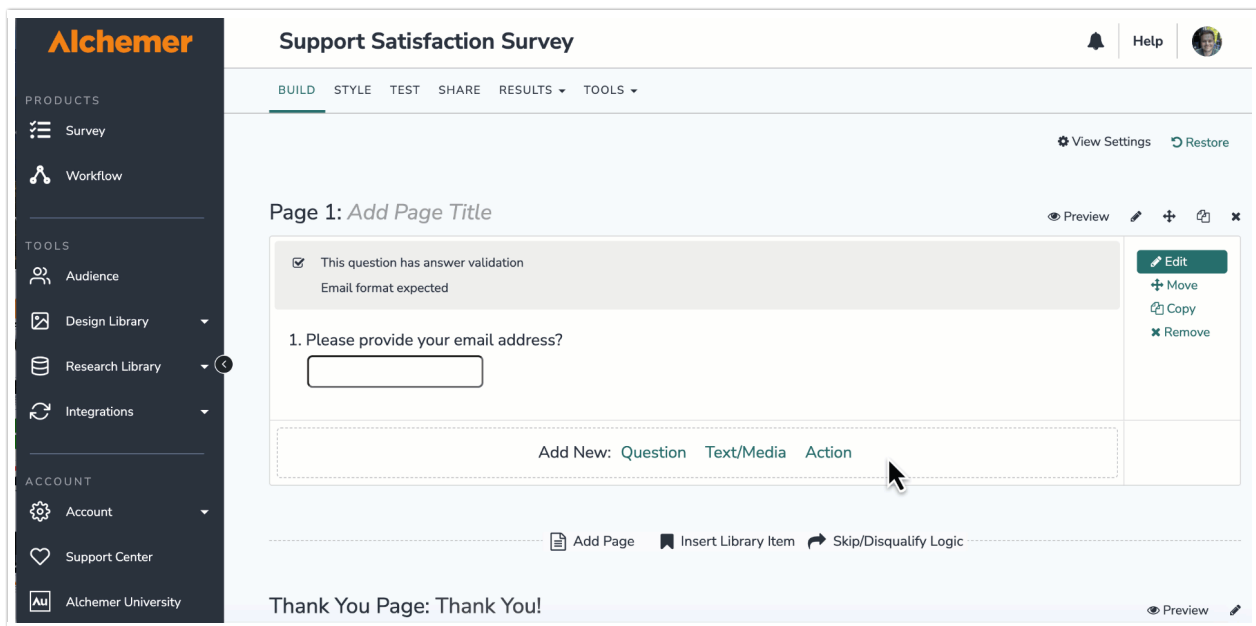
Integration Set-Up

Adding an Integration Action

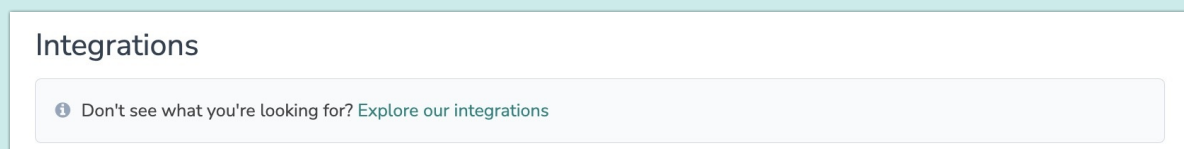
1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.
 2. Click "Add New: Action"
-



3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.



If you haven't purchased any additional integrations, you will see the below screen:



4. Select the action you would like to perform. You can either:

- **Get Zendesk Ticket Record:** Look up a Zendesk ticket by TicketID or other field. Then pull information from that ticket into an Alchemer survey or email campaign. [Jump to section.](#)
- **Get Zendesk User Record:** Look up a Zendesk user by user email or other field. Then pull information from that user into an Alchemer survey or email campaign. [Jump to section.](#)
- **Update Zendesk Ticket:** Update a Zendesk ticket with survey response data. [Jump to section.](#)
- **Update Zendesk User Record:** Update a Zendesk user record with survey response data. [Jump to section.](#)

Edit Action

PRIMARY SETUP LOGIC

< Back

Select Action

Select the action you would like to perform.

Get Zendesk Ticket
Get a Zendesk Ticket record by a search query

Update Zendesk Ticket
Update a Zendesk Ticket record

Get Zendesk User
Get a Zendesk User record by a search query

Update Zendesk User
Update a Zendesk User record

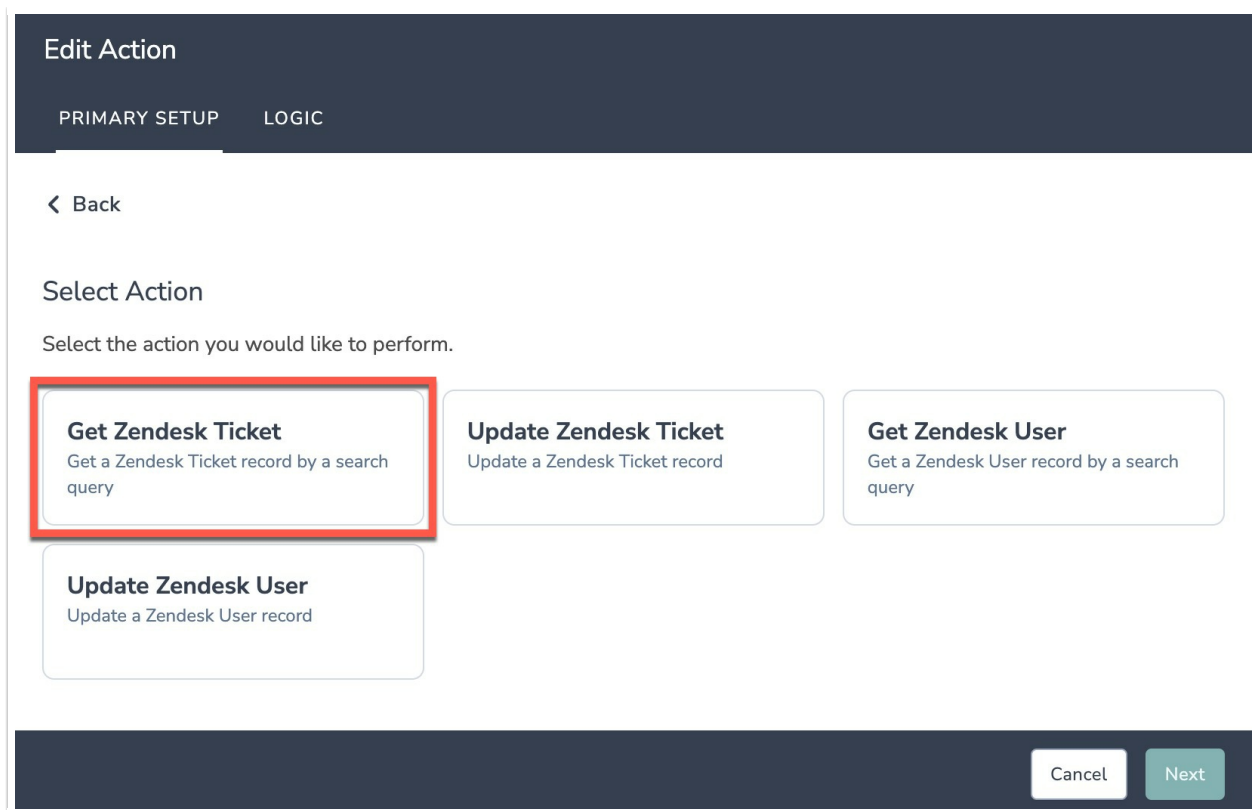
Cancel Next

Configuration: Get Zendesk Ticket Record

Before configuring this Zendesk Integration action you will need:

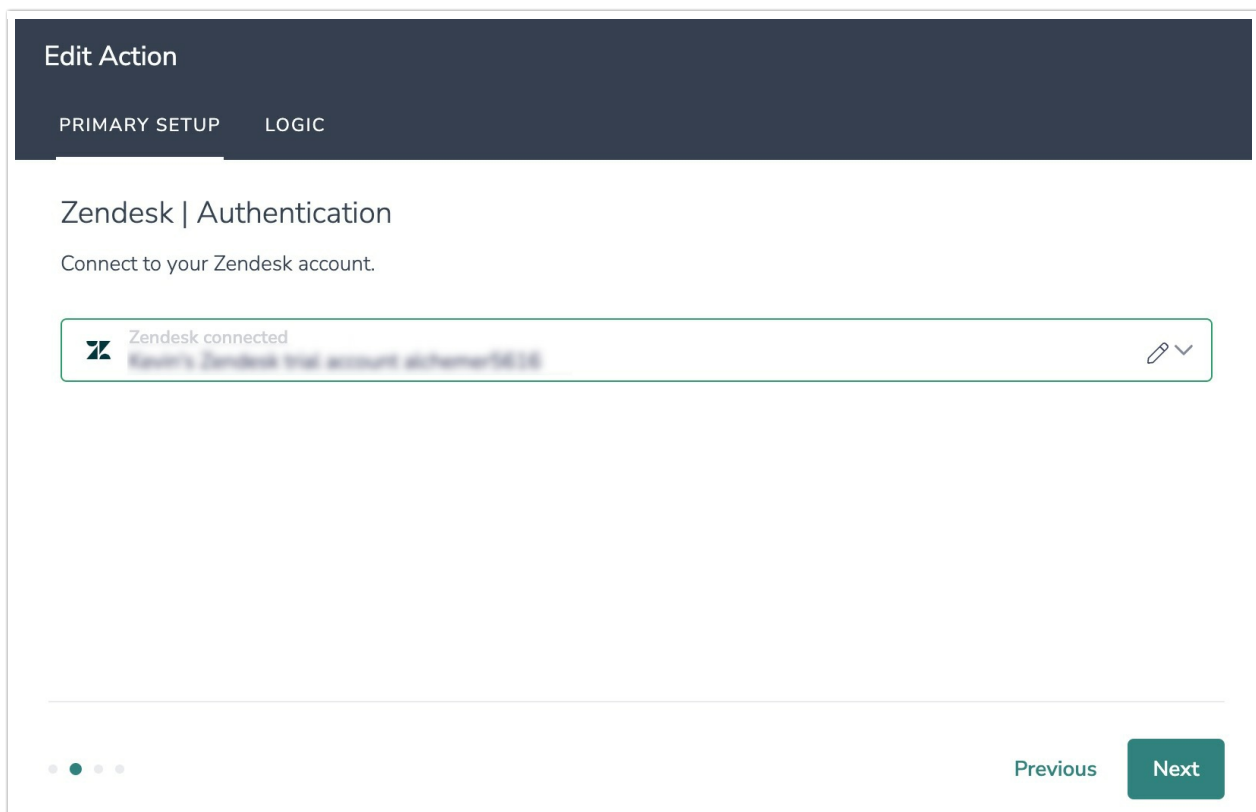
- Your Zendesk login
- Your Zendesk instance subdomain
- Fields in this survey that will contain the data used to look up the Zendesk ticket record
- Fields in this survey where you want save the Zendesk ticket data

1. Select "Get Zendesk Ticket".



2. Hit "Next" on the overview screen.

3. Connect your Zendesk account.



4. Select the field in this survey that you want to use to find the specific ticket record in Zendesk. Ticket ID will often make the most sense, but you can use any of the other fields listed in the drop-

down list.

How to Create Containers for the Field Values

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)

OR

2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Zendesk and used as [Merge Codes](#) in your survey.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific ticket record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

Ticket ID (id: 52) Zendesk | Ticket | TicketID

Add a new mapping

The ticket search query uses AND logic when more than one field is used.

Previous Next

5. Map ticket fields in Zendesk to corresponding fields in Alchemer.

This will pull in data from an existing field in Zendesk and update the corresponding field in Alchemer.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Map Zendesk data to Alchemer fields

Add the Zendesk fields you want to retrieve and choose the fields in this survey where you want to save them.

Retrieve this Zendesk field	Update this Alchemer field
<input type="text" value="Zendesk Ticket description"/>	<input type="text" value="Ticket Description (id: 55)"/>
<input type="text" value="Zendesk Ticket status"/>	<input type="text" value="Ticket Status (id: 56)"/>

Add a new mapping

Previous

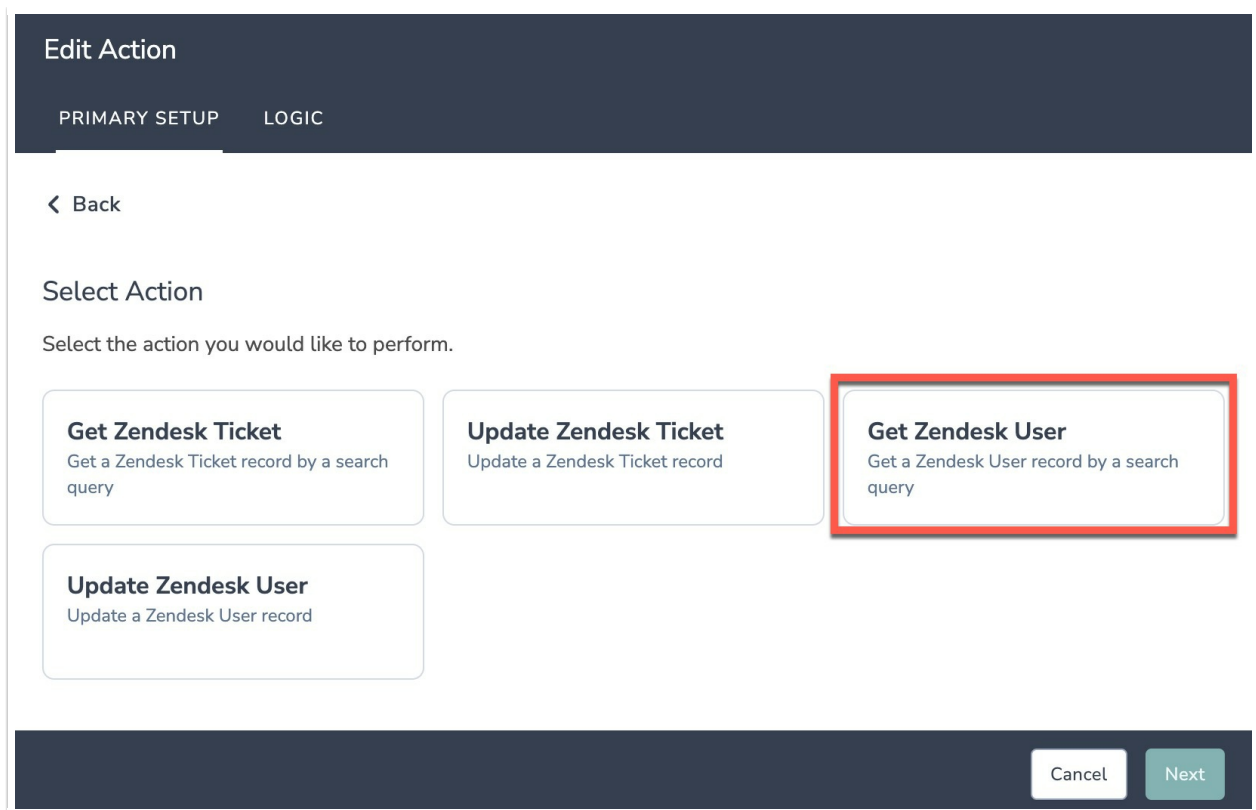
6. When complete, click "Save" to finalize the Integration.

Configuration: Get Zendesk User Record

Before configuring this Zendesk Integration action you will need:

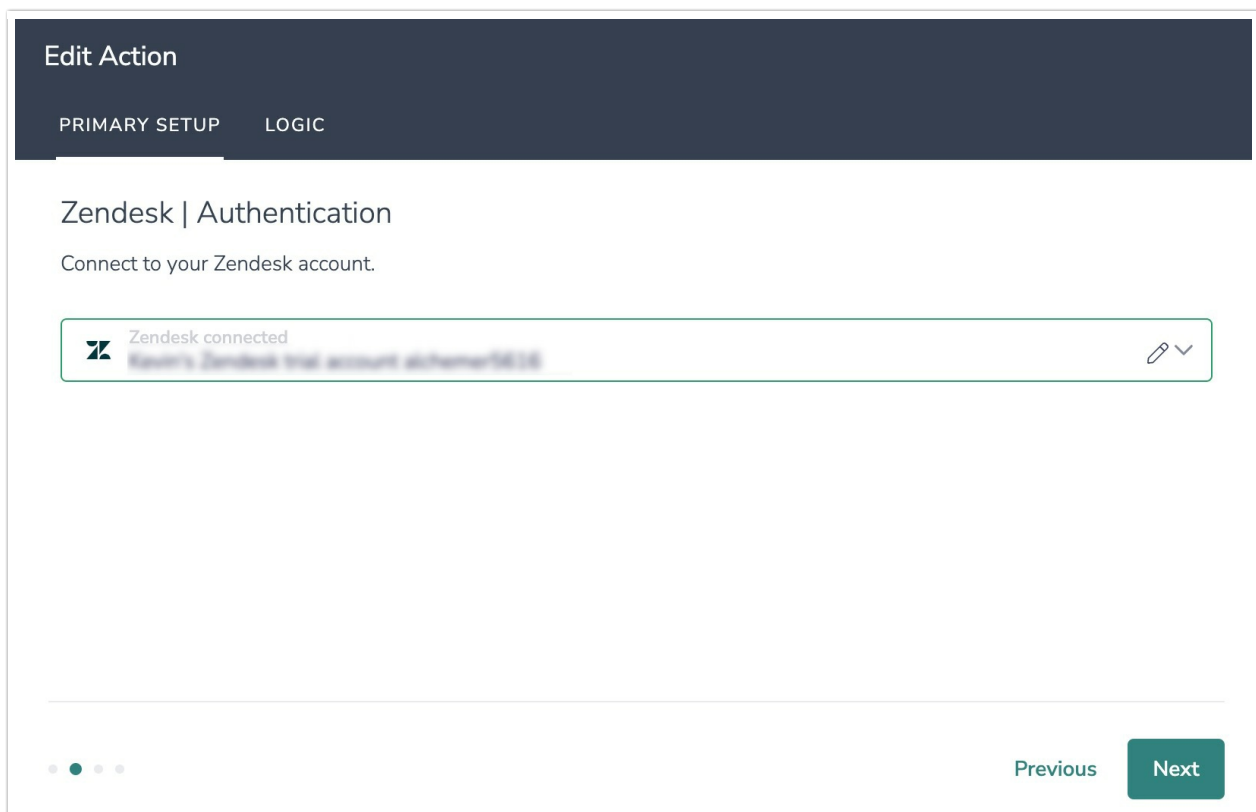
- Your Zendesk login
- Your Zendesk instance subdomain
- Fields in this survey that will contain the data used to look up the Zendesk user record
- Fields in this survey where you want save the Zendesk user data

1. Select "Get Zendesk User".



2. Hit "Next" on the overview screen.

3. Connect your Zendesk account.



4. Select the field in this survey that you want to use to find the user record in Zendesk. User Email will often make the most sense, but you can use any of the other fields listed in the drop-down

list.

How to Create Containers for the Field Values

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)

OR

2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Zendesk and used as [Merge Codes](#) in your survey.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

3. What is your customer email address? (id: 63) ▼	Zendesk User Email ▼	🗑️
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Add a new mapping

The ticket search query uses AND logic when more than one field is used.

Previous **Next**

5. Map user fields in Zendesk to corresponding fields in Alchemer.

This will pull in data from an existing field in Zendesk and update the corresponding field in Alchemer.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Map Zendesk data to Alchemer fields

Add the Zendesk fields you want to retrieve and choose the fields in this survey where you want to save them.

Retrieve this Zendesk field	Update this Alchemer field
<input type="text" value="Zendesk User name"/>	<input type="text" value="Zendesk User Name (id: 58)"/>
<input type="text" value="Zendesk User phone"/>	<input type="text" value="User Phone Number (id: 59)"/>
<input type="text" value="Zendesk User details"/>	<input type="text" value="User Details (id: 61)"/>

Add a new mapping

Previous

6. When complete, click "Save" to finalize the Integration.

Configuration: Update Zendesk Ticket

Before configuring this Zendesk Integration action you will need:

- Your Zendesk login
- Your Zendesk instance subdomain
- Fields in this survey that will contain the data used to look up the Zendesk ticket record.
- Fields in this survey that contain the data you want to use to update the Zendesk ticket.

1. Select "Update Zendesk Ticket".

Edit Action

PRIMARY SETUP LOGIC

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Select Action

Select the action you would like to perform.

Get Zendesk Ticket
Get a Zendesk Ticket record by a search query

Update Zendesk Ticket
Update a Zendesk Ticket record

Get Zendesk User
Get a Zendesk User record by a search query

Update Zendesk User
Update a Zendesk User record

Cancel Next

2. Hit "Next" on the overview screen.

3. Connect your Zendesk account.

Edit Action

PRIMARY SETUP LOGIC




Zendesk | Authentication

Connect to your Zendesk account.

Zendesk Instance Subdomain*

Zendesk Instance Subdomain is required

Zendesk Authentication

 Zendesk connected
Kevin's Zendesk trial account alchemer5616  

Previous Next

4. Select the field in this survey that you want to use to find the specific Zendesk ticket. Ticket ID will often make the most sense, but you can use any of the other fields listed in the drop-down

list.

How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Zendesk and used as [Merge Codes](#) in your survey.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific ticket record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

Ticket ID (id: 52) Zendesk | Ticket | TicketID

Add a new mapping

The ticket search query uses AND logic when more than one field is used.

Previous **Next**

5. Map fields in Alchemer to corresponding fields in Zendesk.

This will push the data from that survey field into Zendesk and update the corresponding field for the identified ticket.

Edit Action

PRIMARY SETUP
LOGIC

Zendesk | Update Zendesk ticket with survey data

Choose the survey data you want to use to update the Zendesk ticket

Use data from this Alchemer field

4. Please tell us about your experience with custo... ▼

To update this Zendesk field

Zendesk | Ticket | comment ▼
🗑️

Add a new mapping

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Optional: Get Data Back About the Update Ticket Action

After a ticket update action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

For example, if there is an error in the action you can skip the rest of the survey questions for that respondent.

Edit Action

PRIMARY SETUP
LOGIC

Zendesk | Get Data Back

You can get data back about the ticket update to use in your survey. This is optional.

Use data from the ticket update

Action | Metadata | errors ▼

Action | Metadata | status_code ▼

To update this Alchemer survey field

Update Record Metadata: Error (id: 41) ▼
🗑️

Update Record Metadata: Status Code (id: 42) ▼
🗑️

Add a new mapping

Previous

Next

6. When complete, click "Save" to finalize the Integration.

Configuration: Update Zendesk User Record

Before configuring this Zendesk Integration action you will need:

- Your Zendesk login
- Your Zendesk instance subdomain
- Fields in this survey that will contain the data used to look up the Zendesk user record.
- Fields in this survey that contain the data you want to use to update the Zendesk user record.

1. Select "Update Zendesk User".

The screenshot shows a dark blue header with the text "Edit Action". Below the header are two tabs: "PRIMARY SETUP" and "LOGIC". A back arrow and the text "< Back" are visible. The main content area is titled "Select Action" and contains the instruction "Select the action you would like to perform." There are four action cards displayed: "Get Zendesk Ticket" (description: "Get a Zendesk Ticket record by a search query"), "Update Zendesk Ticket" (description: "Update a Zendesk Ticket record"), "Get Zendesk User" (description: "Get a Zendesk User record by a search query"), and "Update Zendesk User" (description: "Update a Zendesk User record"). The "Update Zendesk User" card is highlighted with a red border. At the bottom right, there are two buttons: "Cancel" and "Next".

2. Hit "Next" on the overview screen.

3. Connect your Zendesk account.

Edit Action

PRIMARY SETUP

LOGIC

Zendesk | Authentication

Connect to your Zendesk account.

Zendesk Instance Subdomain*

<empty string>

Zendesk Instance Subdomain is required

Zendesk Authentication



Zendesk connected

Kevin's Zendesk trial account alchemer5616



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4. Select the field in this survey that you want to use to find the specific user record in Zendesk. User Email will often make the most sense, but you can use any of the other fields listed in the drop-down list.

How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Zendesk and used as [Merge Codes](#) in your survey.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific user record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

3. What is your customer email address? (id: 63) Zendesk | User | Email

Add a new mapping

The ticket search query uses AND logic when more than one field is used.

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5. Map fields in Alchemer to corresponding fields in Zendesk. This will push the data from that survey field into Zendesk and update the corresponding field for the identified user.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific user record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

4. Please tell us about your experience with custo... Zendesk | User | Notes

Add a new mapping

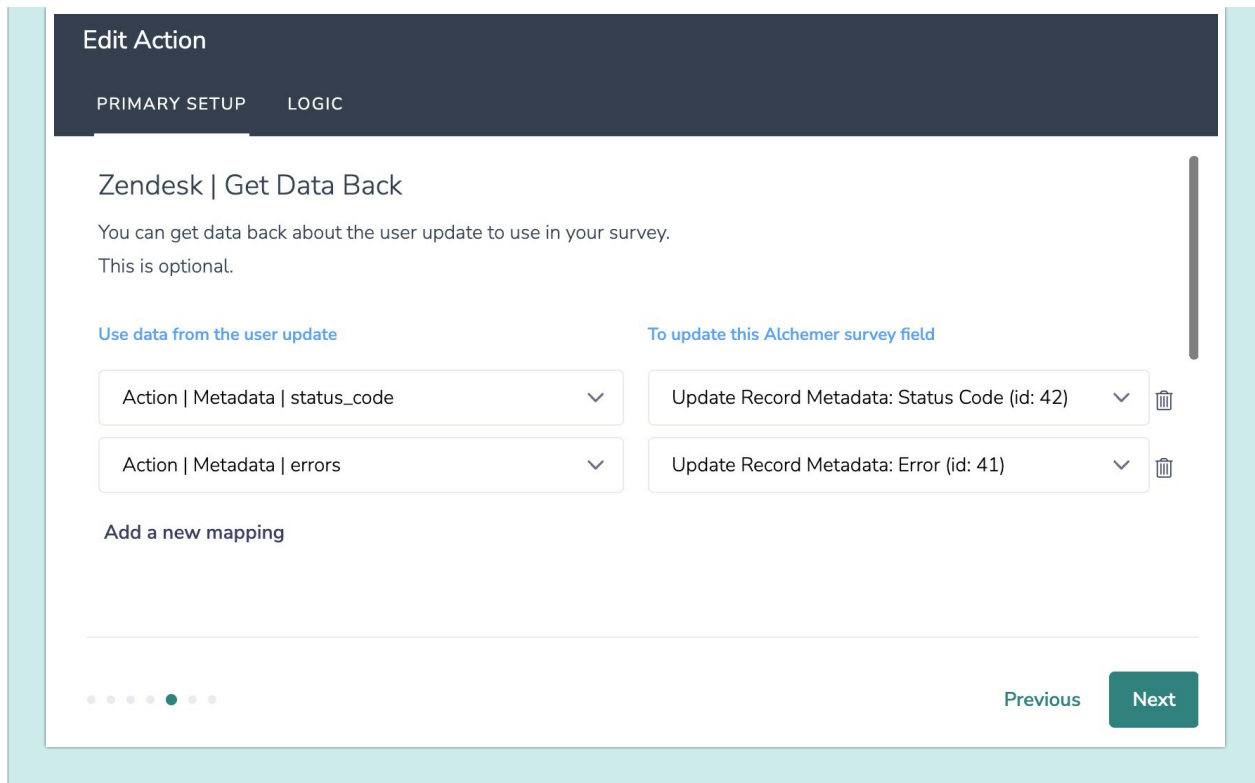
The ticket search query uses AND logic when more than one field is used.

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Optional: Get Data Back About the User Update Action

After an Update Zendesk User action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

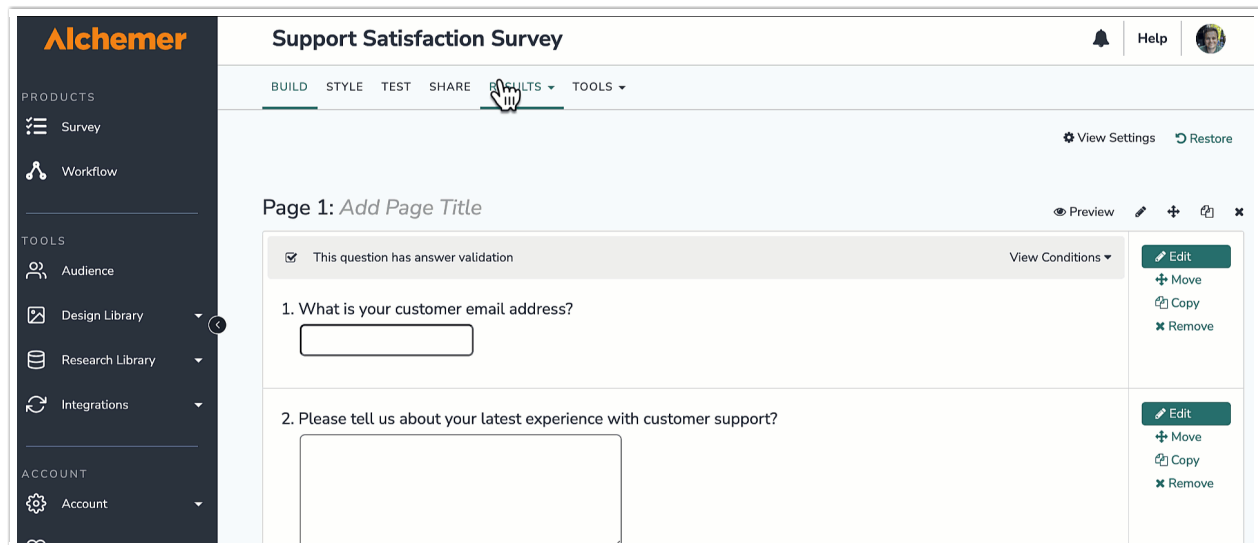
For example, if there is an error in the action you can skip the rest of the survey questions for that respondent.



6. When complete, click "Save" to finalize the Integration.

Monitoring a Zendesk Integration Action

A log of each run result can be found in Results > Individual Responses > Action Log.



Select an individual response and then navigate to the Action Log. In the Action Log you can monitor if the action was successful or not.

Example Use Case

Use Case: Personalize a Satisfaction Survey and Update User Records

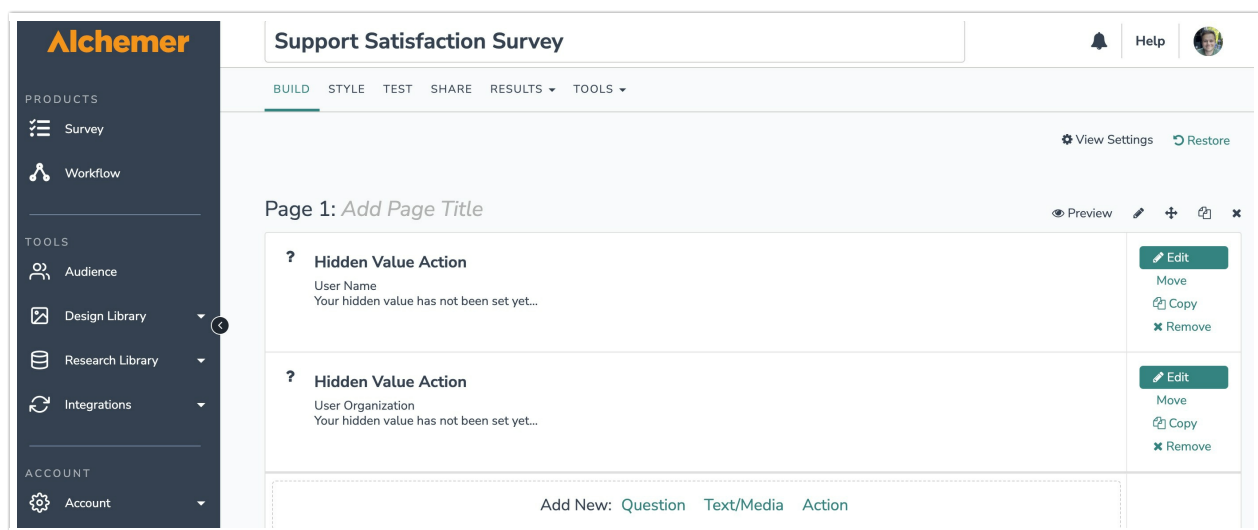
with the Survey Responses

In this example, we demonstrate how to personalize a Customer Support Satisfaction Survey, with user data from Zendesk, and then automatically update user records in Zendesk with the survey responses.

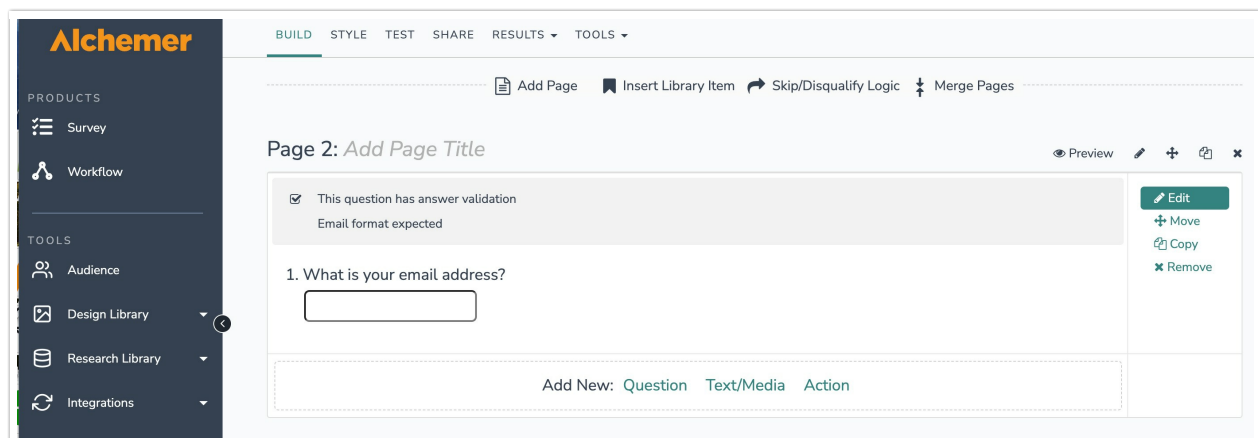
Integrating survey data from Alchemer into Zendesk provides your team with valuable context into customer preferences and satisfaction levels.

1. On the first page of your survey create containers, using Hidden Value Actions, for the following fields:

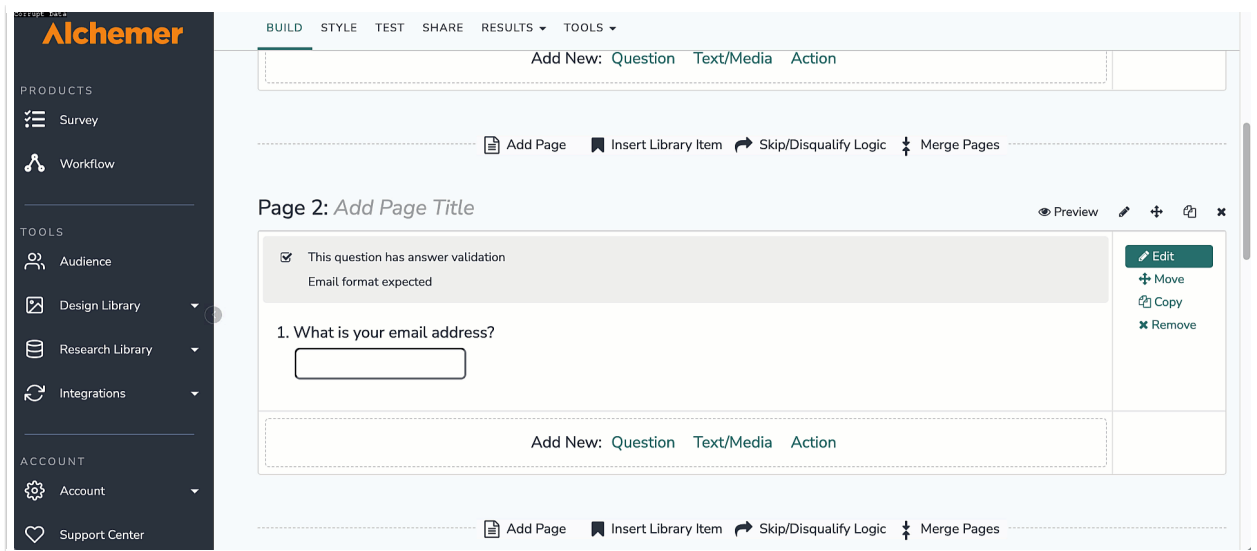
- User Name
- Any additional fields that you would like to use to personalize the survey.



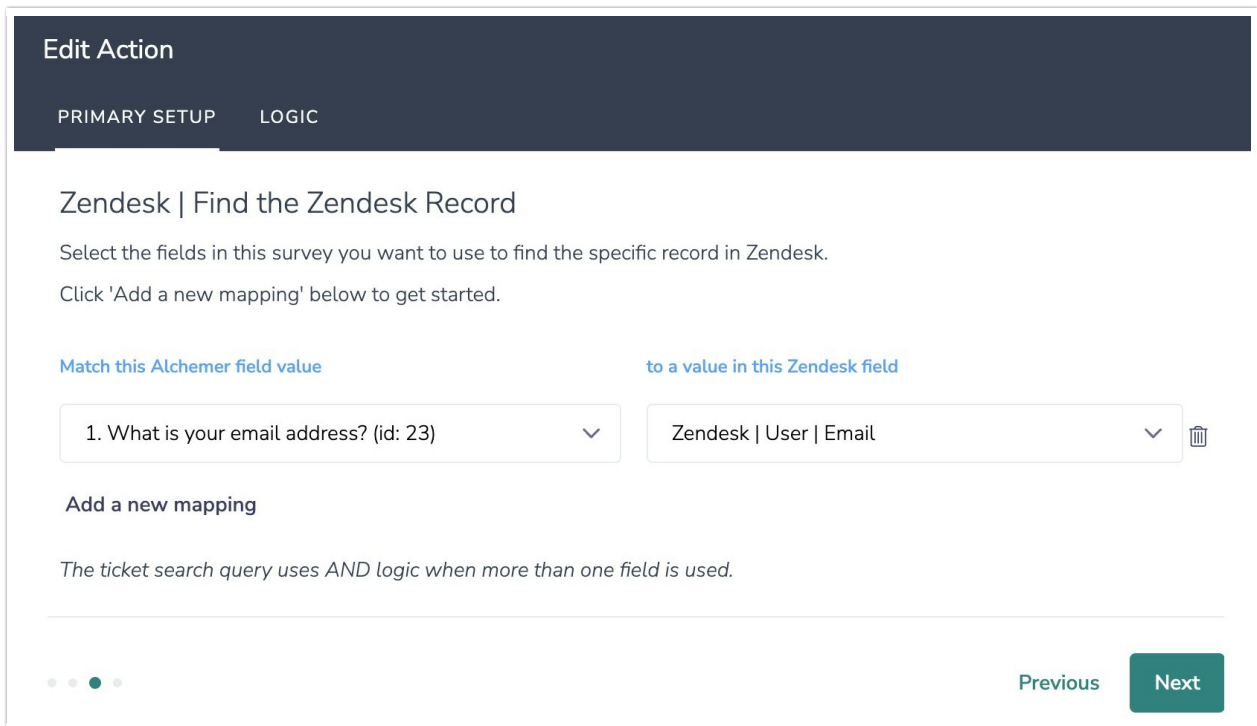
2. On the next page of the survey, ask the customer for their email address.



3. Next, we want to pull in information into the survey for the user, identified by the provided email address. Create another page and add a new Zendesk Integration Action. Select "Get Zendesk User" as your action.



4. Authenticate with your Zendesk account, then map the "What is your email" question to the 'User Email' field in Zendesk.



5. Next, map the 'user name' field in Alchemer, and any other fields you created, to their corresponding fields in Zendesk. Save the integration.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Map Zendesk data to Alchemer fields

Add the Zendesk fields you want to retrieve and choose the fields in this survey where you want to save them.

Retrieve this Zendesk field Update this Alchemer field

Zendesk | User | name User Name (id: 21)

Add a new mapping

Previous Save

6. Create another page and add your survey questions, using Merge Codes as placeholders for the user data that will be pulled in from Zendesk.

Essay / Long Answer

QUESTION LOGIC VALIDATION LAYOUT PIPING / REPEAT [Need Help?](#)

Question Type

Essay / Long Answer

What question do you want to ask?

We value your feedback, [question("value"), id="user name"]! In the box below, please let us know how your experience has been our support team.

Require this question

+ Add Another Question Save Question to Library Cancel Save Question

7. Finally, we want to pass the data from this survey response to the user record in Zendesk. Add another Zendesk integration action, this time "Update Zendesk User". Use the same email address question and map it to the 'User Email' field in Zendesk.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Find the Zendesk Record

Select the fields in this survey you want to use to find the specific user record in Zendesk.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Zendesk field

1. What is your email address? (id: 23) ▼	Zendesk User Email ▼ 🗑️
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Add a new mapping

The ticket search query uses AND logic when more than one field is used.

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8. Finally, map the question, asking the user about their experience, to the 'Notes' field in Zendesk. Save the integration when done.

Edit Action

PRIMARY SETUP LOGIC

Zendesk | Update Zendesk user with survey data

Choose the survey data you want to use to update the Zendesk user

Use data from this Alchemer field To update this Zendesk field

2. We value your feedback, [question("value"), id="..."] ▼	Zendesk User notes ▼ 🗑️
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Add a new mapping

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9. When you are ready, launch the survey. A log of each run result can be found in Results > Individual Responses > Action Log.

FAQs

- ▶ What permissions do I need within Alchemer to set-up and use the Zendesk integration?

▷ This integration doesn't fit my use cases, or I want to provide feedback to Alchemer!

Related Articles