

Microsoft Dynamics Integration for Alchemer Survey

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

If you have purchased the Dynamics Integration and are not seeing it in your account, [don't hesitate to reach out](#).

At a high-level, Alchemer's integration with Microsoft Dynamics 365 allows you to easily:

- Push survey data from Alchemer into Dynamics to update contacts.
- Pull data from Dynamics contact records into Alchemer, for use in surveys.

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

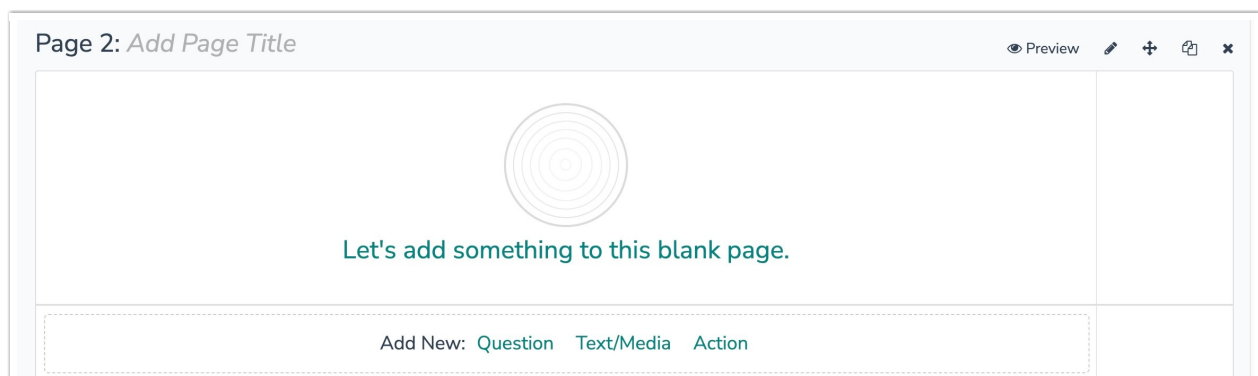
- Bring in data from Dynamics contact records to personalize surveys sent through Alchemer.
- Pull demographic information from Dynamics contact records to use for reporting purposes.
- Use Alchemer survey data to update contact records in Microsoft Dynamics.

Integration Setup

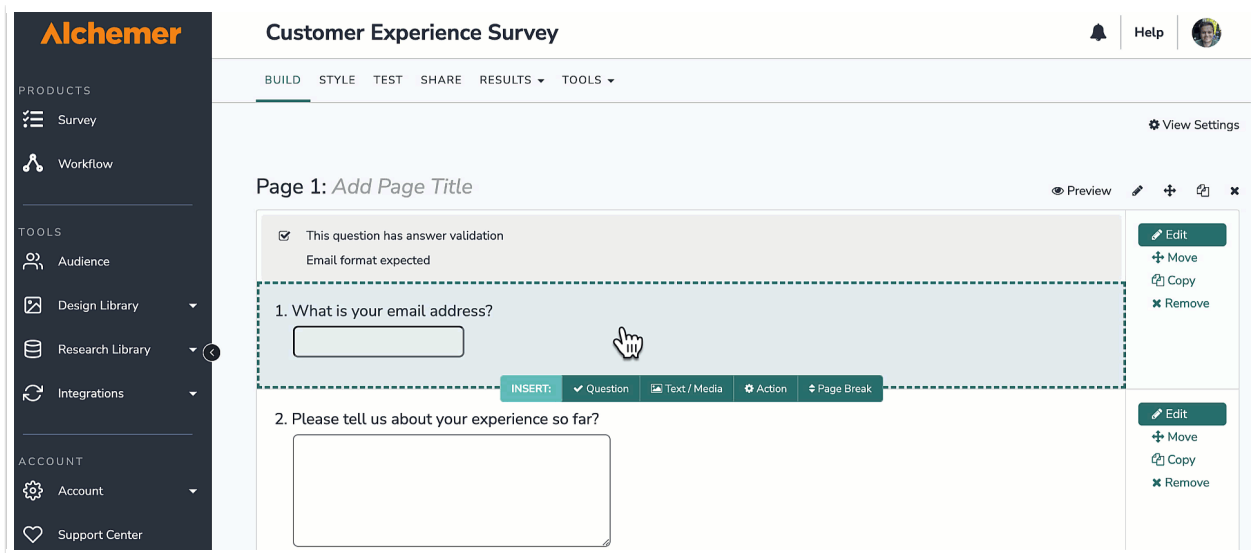
Adding an Integration Action

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

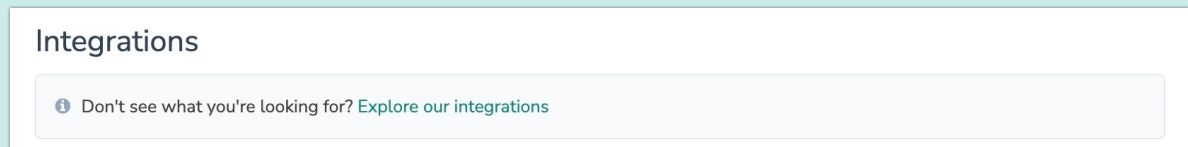
You cannot add this Integration Action to the first page of the survey.



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

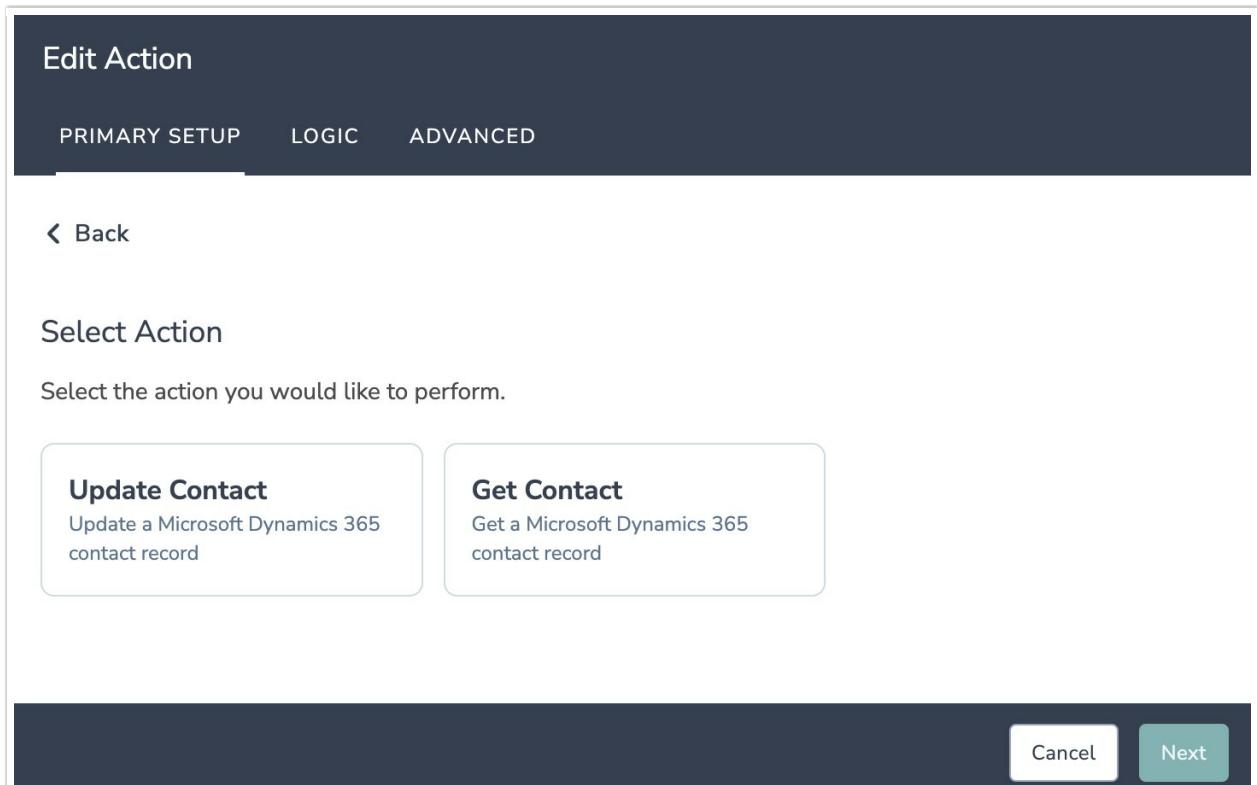


If you haven't purchased any additional integrations, you will see the below screen:



4. Select the action you would like to perform.

- **Get Contact:** Get a Microsoft Dynamics contact record.
- **Update Contact:** Update a Microsoft Dynamics 365 contact record.



Dynamics | Get Contact

Before configuring the Dynamics Integration action you will need:

- Your Microsoft Dynamics 365 Login
- Fields in this survey that will contain the data used to lookup the Dynamics customer record

1. Select "Get Contact"

The screenshot shows the 'Edit Action' configuration interface. At the top, there is a dark blue header with the title 'Edit Action' and three tabs: 'PRIMARY SETUP', 'LOGIC', and 'ADVANCED'. Below the header, there is a 'Back' button with a left-pointing arrow. The main section is titled 'Select Action' and contains the instruction 'Select the action you would like to perform.' Below this instruction, there are two action cards. The first card is 'Update Contact' with the description 'Update a Microsoft Dynamics 365 contact record'. The second card is 'Get Contact' with the description 'Get a Microsoft Dynamics 365 contact record'. At the bottom right of the screen, there are two buttons: 'Cancel' and 'Next'.

2. Hit next on the integration overview screen.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Get Contact

Get a Dynamics 365 contact record.

You will need:

- Your Dynamics 365 login
- Fields in this survey that will contain the data used to lookup the Dynamics 365 contact record

Need help? [Learn more](#)

Progress indicator: 1 of 5 steps (Step 1 active)

Navigation: Previous Next


3. Connect your Dynamics account.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Authentication

Connect to your Dynamics 365 account.

 New authentication

Progress indicator: 1 of 5 steps (Step 1 active)

Navigation: Previous Next

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

You are limited to one field to make the search.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Find the Dynamics 365 Record

We need to find the contact record to pull when the survey runs.

Select the fields in this survey you want to use to find the specific contact record in Dynamics 365.

Click 'Add a new mapping' below to get started.

Match this Alchemer field value

to a value in this Dynamics 365 field

3. What is your customer email address? (id: 73) ▼

Dynamics | Contact | emailaddress1 ▼ 

Add a new mapping

*Only one field can be used to search.



Previous

Next

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 Dynamics and used as [Merge Codes](#) in your survey.

5. Select the Dynamics contact fields you want to use in your survey.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Get data back

Select the Dynamics 365 contact fields you want to use in your survey.

Get this field from Dynamics 365 To update this Alchemer survey field

Dynamics | Contact | firstname 4. First Name (id: 74)

Add a new mapping

Previous Next

6. Click "Save".

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Setup complete

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

Previous Save

Advanced Functionality (Optional)

After a Dynamics Get Contact action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer. These fields are intended to be used with custom scripts or to provide more details on what exactly the query returned.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Get data back

Select the Dynamics 365 contact fields you want to use in your survey.

Get this field from Dynamics 365 **To update this Alchemer survey field**

Action Metadata message	Choose an option
Action Metadata status_code	Choose an option
Action Metadata execution_start_time	Choose an option

Add a new mapping

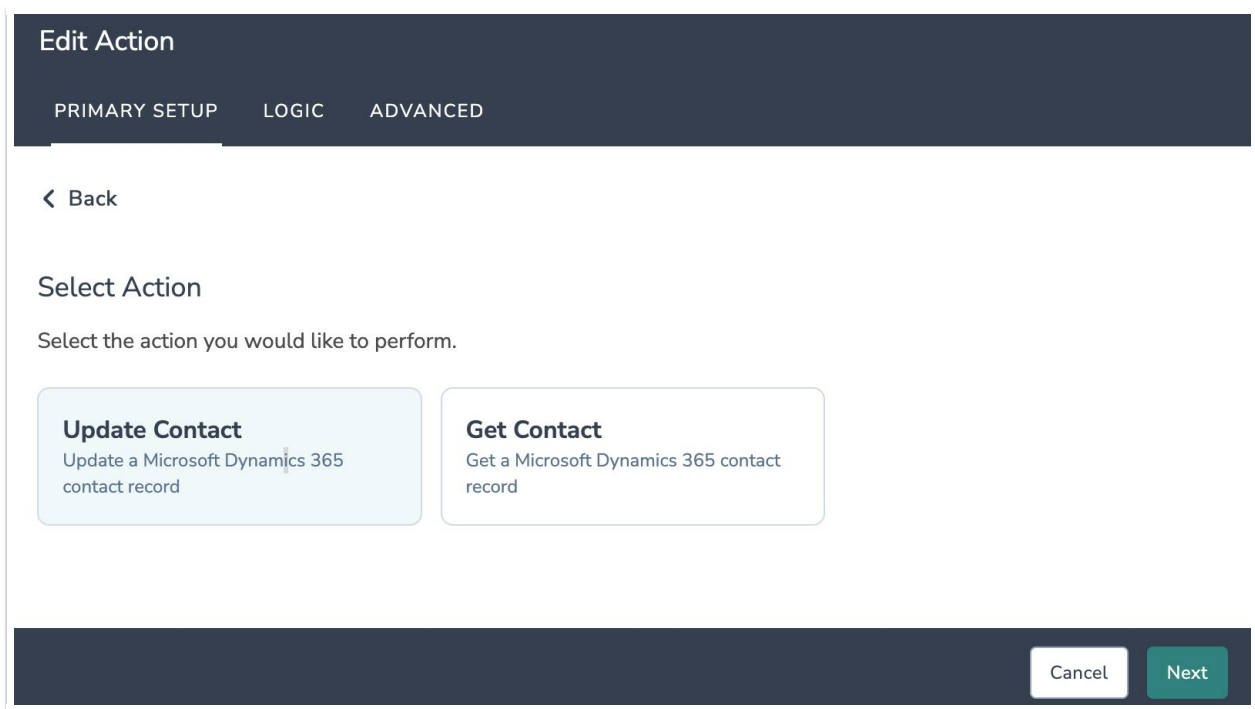
Previous Next

Dynamics | Update Contact

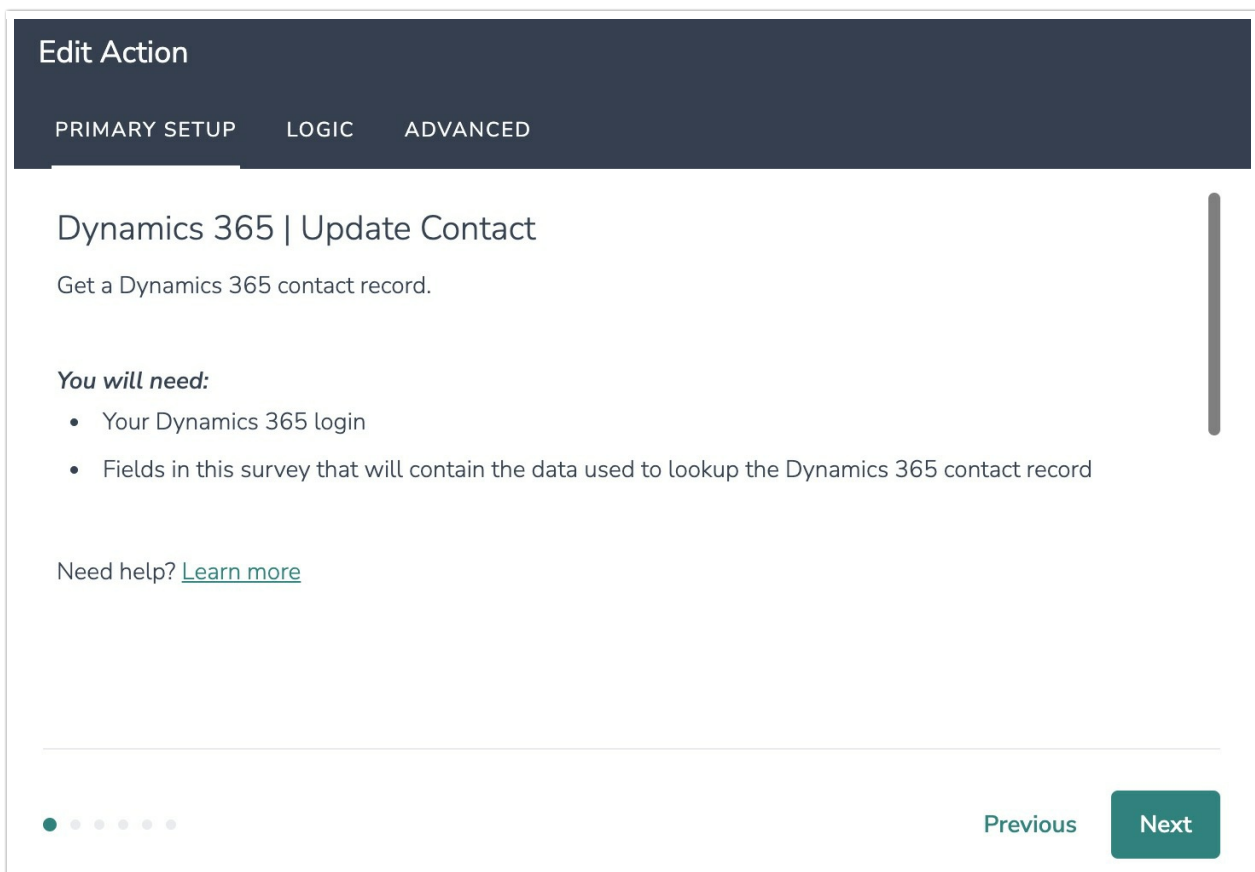
Before configuring the Dynamics Integration action you will need:

- Your Microsoft Dynamics 365 Login
- Fields in this survey that will contain the data used to lookup the Dynamics contact record
- Fields in this survey that contain the data you want to use to update the contact record in Dynamics.

1. Select "Update Contact"



2. Hit next on the integration overview screen.




3. Connect your Dynamics account.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Authentication

Connect to your Dynamics 365 account.

 New authentication

Previous **Next**

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

You are limited to one field to make the search.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Find the Dynamics 365 Record

We need to find the contact record to pull when the survey runs.
Select the fields in this survey you want to use to find the specific contact record in Dynamics 365.
Click 'Add a new mapping' below to get started.

Match this Alchemer field value to a value in this Dynamics 365 field

Add a new mapping

*Only one field can be used to search.

Previous **Next**

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 Dynamics and used as [Merge Codes](#) in your survey.

5. Map a survey field in Alchemer to a corresponding field in Dynamics. This will push the data from that survey field into Dynamics and update the corresponding field for that contact record.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Update contact with survey data

Add a description here

Use data from this Alchemer field To update this Dynamics 365 field

12. What is your birthday? (id: 78) ▼	Dynamics Contact birthdate ▼	🗑️
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Add a new mapping

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Previous **Next**

Optional: Get Data Back About the Update Contact Action

After a Dynamics Update Contact 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. Click Save.

Edit Action

PRIMARY SETUP LOGIC ADVANCED

Dynamics 365 | Setup complete

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

Previous Save

Monitoring a Dynamics 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.

FAQs

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

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

Related Articles