Alchemer Survey Gorgias Integration

Overview

Gorgias is a customer support and helpdesk platform used by organizations to manage tickets, conversations, and customer records across email, chat, and social channels.

The Alchemer integration with Gorgias supports automated ticket creation, ticket message updates, and customer record management. The Alchemer Gorgias integration allows Alchemer to use information from Gorgias to personalize surveys, enrich response data, and create or update Gorgias tickets and customers with survey submissions.

Common uses for the Alchemer Gorgias integration

- Create a new support ticket in Gorgias using responses from a survey
- Update an existing ticket message in Gorgias with survey data
- Look up an existing Gorgias customer to personalize a survey
- Create a new customer record in Gorgias from survey data
- Keep Gorgias customer records synchronized with survey-driven updates
- Reduce manual data entry and workflow handoff between Alchemer and Gorgias

What can the Alchemer Gorgias integration do?

- Create ticket
- Update ticket message
- Get customer
- Create customer
- Update customer
- Upsert customer

You will need

- Gorgias API credentials (Base API URL, username, and password). More details in the authentication how-to guide.
- An Alchemer plan that includes integrations with the Integration Manager permission enabled.
    - Contact us if you are unsure if your plan includes integrations.

Setup Alchemer Gorgias integration in surveys

Gorgias | Create Ticket

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You will need:

- Gorgias API credentials
- Survey fields containing the data you want to use to create the ticket (e.g., subject, message, requester email)

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Gorgias**.
5. Select **Gorgias | Create Ticket**.
6. **Gorgias | Authentication:** Select an existing authentication or create a new one.
7. **Gorgias | Create Ticket:** Select the Alchemer fields you want to use to set the ticket values in Gorgias (e.g., subject, message body, requester).
   a. **Note**: Fields can be created using survey questions mapped to Hidden Values, which can then be mapped to fields in Gorgias.
8. **Gorgias | Get data back:** Select metadata fields (*message*, *status code*) and/or Gorgias fields to return, such as *ticket ID* and *message ID*. These can be used later to update the ticket message.
9. Save the action.

Status codes

- 200: Successfully created Gorgias ticket
- 400: The Gorgias API returned an error

Gorgias | Update Ticket Message

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You will need:

- Gorgias API credentials
- A survey field containing the **Ticket ID** of the ticket message you want to update
- A survey field containing the **Message ID** of the ticket message you want to update
- A survey field containing the data you want to use to update the ticket message

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Gorgias**.
5. Select **Gorgias | Update Ticket Message**.
6. **Gorgias | Authentication:** Select an existing authentication or create a new one.
7. **Gorgias | Find Ticket Message:** Map the Alchemer fields containing the Ticket ID and Message ID to the corresponding Gorgias fields.
   a. **Note**: The Ticket ID and Message ID are typically returned from a prior Create Ticket action or passed into the survey via URL variables.
8. **Gorgias | Update Ticket Message:** Map the Alchemer field containing the updated message body to the Gorgias message field.
9. **Gorgias | Get data back:** Select metadata fields (*message*, *status code*) to return. These help with debugging your integration.
10. Save the action.

Status codes

- 200: The ticket message was successfully updated
- 400: The Gorgias API returned an error or the ticket message wasn't found

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Gorgias | Get Customer

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You will need:

- Gorgias API credentials
- A survey field containing a unique identifier for a Gorgias customer (e.g., email or customer ID)

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Gorgias**.
5. Select **Gorgias | Get Customer**.
6. **Gorgias | Authentication:** Select an existing authentication or create a new one.
7. **Gorgias | Find Customer:** Select the Alchemer field that contains the customer's unique identifier (e.g., email address or customer ID).

8. **Gorgias | Get data back:** Select the Gorgias customer fields you want returned (e.g., *name*, *email*, *channels*). These values can personalize survey questions or drive logic.

9. Save the action.

Status codes

- 200: Successfully found customer
- 201: Query ran successfully. No customers were found.
- 202: Multiple customers were found. The first record was returned.
- 400: The Gorgias API returned an error

Gorgias | Create Customer

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You will need:

- Gorgias API credentials
- Survey fields containing customer creation data (e.g., name, email, channels)

Configure the action

1. Open your survey in **Survey Builder**.

2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.

4. Select **Gorgias**.

5. Select **Gorgias | Create Customer**.

6. **Gorgias | Authentication:** Select an existing authentication or create a new one.

7. **Gorgias | Create Customer:** Select the Alchemer fields you want to use to create the customer record in Gorgias. Any fields without input will have default values.
   a. **Note**: Please reference Gorgias's API documentation for creating a customer to ensure field inputs match required Gorgias formatting.

8. **Gorgias | Get data back:** Select metadata (*message*, *status code*) and/or Gorgias fields (e.g., *customer ID*) to return. These help with debugging your integration.

9. Save the action.

Status codes

- 200: Successfully created customer
- 400: The Gorgias API returned an error

Gorgias | Update Customer

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You will need:

- Gorgias API credentials
- A survey field containing a unique identifier for the Gorgias customer you want to update

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Gorgias**.
5. Select **Gorgias | Update Customer**.
6. **Gorgias | Authentication:** Select an existing authentication or create a new one.
7. **Gorgias | Find Customer:** Select the Alchemer field that contains the customer's unique identifier (e.g., email address or customer ID).
8. **Gorgias | Update Customer:** Map the Alchemer fields you want to use to update the corresponding Gorgias customer fields.
9. **Gorgias | Get data back:** Select metadata fields (*message*, *status code*) to return. These help with debugging your integration.
10. Save the action.

Status codes

- 200: Successfully updated customer
- 201: Query ran successfully, but no customers were found
- 202: Multiple customers were found. No customers were updated.
- 400: The Gorgias API returned an error

Gorgias | Upsert Customer

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You will need:

- Gorgias API credentials
- A survey field containing a unique identifier for the Gorgias customer (e.g., email address)

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.

3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Gorgias**.
5. Select **Gorgias | Upsert Customer**.
6. **Gorgias | Authentication:** Select an existing authentication or create a new one.
7. **Gorgias | Find Customer:** Select the Alchemer field that contains the customer's unique identifier (e.g., email address).
8. **Gorgias | Upsert Customer:** Choose the survey data you want to use to upsert the customer record in Gorgias. If no matching customer is found, a new one is created; if a match is found, it is updated.
9. **Gorgias | Get data back:** Select metadata fields (*message*, *status code*) to return. These help with debugging your integration.
10. Save the action.

Status codes

- 200: Successfully upserted customer
- 202: Multiple customers were found. No update was made.
- 400: The Gorgias API returned an error

Testing and Troubleshooting

Testing and Validation

How to test

- Submit a survey response with data that triggers the integration action.
- Confirm the expected activity in Gorgias (ticket or customer created, updated, or retrieved).
- Use returned metadata message to validate successful behavior.

How to verify results

- Inspect the affected ticket or customer record in Gorgias.
- Ensure all retrieved or updated values match expectations.

Monitoring Integration Activity

Where to find logs

- Go to **Results → Individual Responses**.
- Select the response you want to inspect.
- Open the **Action Log** tab.

What logs display

- **Success or failure status**

- Timestamp
- Input and output values
- Returned status codes from Gorgias

Troubleshooting

Authentication issues

- Incorrect or expired Gorgias API credentials
- Incorrect Base API URL format

Lookup failures

- Invalid ticket, message, or customer identifier
- No matching record found

Mapping errors

- Incorrect formatting (e.g., dates must be `YYYY-MM-DD`)
- Missing required fields for the selected action

FAQs

What permissions do I need?
Integration Manager in Alchemer and API access in Gorgias.

When does the integration run?
In real time when a survey response is submitted.

Can I use multiple Gorgias actions in one survey?
Yes. Actions can run independently or in sequence.

Why isn't my data updating?
Check the Action Log for lookup issues, mapping mismatches, or API errors.

What if I need additional functionality?
Contact Alchemer Support for enhancement requests.

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