

ServiceNow Integration with Alchemer Survey

Overview

ServiceNow is a cloud-based IT service management platform used by organizations to manage digital workflows, automate operations, and streamline IT, HR, and business processes.

The Alchemer integration with ServiceNow supports automated record retrieval, record updates, and record creation. The Alchemer ServiceNow integration allows Alchemer to use information from ServiceNow to personalize surveys, enrich response data, and update ServiceNow records with survey submissions.

Common uses for the Alchemer ServiceNow integration

- Personalize invites and surveys with data from ServiceNow records
- Use ServiceNow record fields in survey logic and branching
- Automate retrieval and updates of incidents, problems, change requests, and service catalog items
- Create new ServiceNow records from survey data
- Reduce manual data entry and record maintenance
- Keep ServiceNow records synchronized with key survey-driven updates

What can the Alchemer ServiceNow integration do?

- [Get record](#)
- [Update record](#)
- [Create record](#)

Supported ServiceNow tables

- Incident
- Problem
- Change Request
- SC Request
- SC Req Item
- SC Task

You will need

- ServiceNow OAuth credentials (Instance URL, Client ID, and Client Secret). [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.
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Setup Alchemer ServiceNow integration in surveys

ServiceNow | Get Record

You will need:

- ServiceNow OAuth credentials. [More details in the authentication how-to guide.](#)
- A survey field containing a unique identifier for the ServiceNow record you want to retrieve

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 **ServiceNow**.
5. Select **ServiceNow | Get Record**.
6. **ServiceNow | Authentication:** Select an existing authentication or [create a new one](#).
7. **ServiceNow | Select table:** Select the table that contains the record you want to retrieve (e.g., Incident, Problem, Change Request).
8. **ServiceNow | Get Record:** Select the Alchemer field(s) containing the unique identifier for the record you want to look up. Multiple fields will be combined with the AND operator.
9. **ServiceNow | Get data back:** Select the ServiceNow record fields you want returned to the survey. These values can personalize survey questions or drive logic.
10. Save the action.

Status codes

- 200: Successfully found record
 - 201: Query ran successfully, but no records were found
 - 202: Multiple records were found. The first record was used for the return
 - 400: The external integration returned an error
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ServiceNow | Update Record

You will need:

- ServiceNow OAuth credentials. [More details in the authentication how-to guide.](#)

- A survey field containing a unique identifier for the ServiceNow record 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 **ServiceNow**.
5. Select **ServiceNow | Update Record**.
6. **ServiceNow | Authentication:** Select an existing authentication or [create a new one](#).
7. **ServiceNow | Select table:** Select the table that contains the record you want to update (e.g., Incident, Problem, Change Request).
8. **ServiceNow | Find Record:** Select the Alchemer field(s) containing the unique identifier for the record you want to update. Multiple fields will be combined with the AND operator.
9. **ServiceNow | Update Record:** Map Alchemer fields to the ServiceNow record fields you want to update.
10. **ServiceNow | Get data back:** Select metadata fields (e.g., message, status code) to return. These can be used to help debug your action setup.
11. Save the action.

Status codes

- 200: Successfully updated record
- 201: Query ran successfully, but no records were found
- 202: Multiple records were found. No records were updated
- 400: The external integration returned an error

ServiceNow | Create Record

You will need:

- ServiceNow OAuth credentials. [More details in the authentication how-to guide](#).
- Survey fields containing the data needed to populate the new ServiceNow record

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 ServiceNow.
5. Select ServiceNow | Create Record.
6. ServiceNow | Authentication: Select an existing authentication or [create a new one](#).
7. ServiceNow | Select table: Select the table where the new record will be created (e.g., Incident, Problem, Change Request).
8. ServiceNow | Create Record: Map Alchemer fields to the ServiceNow record fields you want to populate.
9. ServiceNow | Get data back: Select metadata fields (e.g., message, status code) to return. These help with debugging your integration.
10. Save the action.

Status codes

- 200: Successfully created record
 - 400: The external integration returned an error
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Testing and Troubleshooting

Testing and Validation

How to test

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

How to verify results

- Inspect the affected ServiceNow record.
 - Ensure all retrieved or updated values match expectations.
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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 ServiceNow
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Troubleshooting

Authentication issues

- Incorrect or expired OAuth credentials
- Client ID or Client Secret not matching the ServiceNow OAuth application
- User lacks permission to access or modify the target ServiceNow table

Lookup failures

- Invalid or missing unique record identifier
- No matching record found in the selected table

Mapping errors

- Invalid field types or unsupported values for the selected table
- Incorrect formatting (e.g., date fields must match ServiceNow expected formats)

API errors

- Validation issues from the ServiceNow API
 - Endpoint or table access restrictions
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FAQs

What permissions do I need?

Integration Manager in Alchemer and an OAuth application configured in ServiceNow with appropriate table access.

When does the integration run?

In real time when a survey response is submitted.

Can I use multiple ServiceNow actions in one survey?

Yes. Actions can run independently or in sequence.

Which tables are supported?

Incident, Problem, Change Request, SC Request, SC Req Item, and SC Task.

Why isn't my data updating?

Check the Action Log for lookup issues, mapping problems, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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