

Gorgias Integration for Alchemer Workflow

Overview

[Gorgias](#) is a customer support and helpdesk platform used by ecommerce and online businesses to manage customer tickets, live chat, and support requests across multiple channels.

The Alchemer integration with Gorgias supports automated customer lookups, creation, updates, and upserts. The Alchemer Gorgias integration allows Alchemer to use information from Gorgias to personalize workflow paths, enrich routing logic, create merge codes, and keep Gorgias customer records synchronized with workflow data—without manual intervention.

Common uses for the Alchemer Gorgias integration

- Personalize outbound emails and workflow steps using Gorgias customer information
- Use Gorgias customer fields in workflow logic
- Automate retrieving, creating, and updating Gorgias customers directly from workflow data
- Reduce manual customer record maintenance
- Keep Gorgias customer records synchronized with respondent or operational data collected in Alchemer
- Create or update customer records in Gorgias triggered by workflow events

What can the Alchemer Gorgias integration do?

- [Get customer](#)
- [Create customer](#)
- [Update customer](#)
- [Upsert customer](#)

You will need

- Gorgias API credentials. [More details in the authentication how-to guide.](#)
- An Alchemer plan that includes integrations and the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Gorgias integration in workflow

Gorgias | Get Customer

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You will need:

- Gorgias API credentials. [More details in the authentication how-to guide.](#)
- A workflow field containing a unique identifier for a Gorgias customer (e.g., email address)

Configure the action

1. Open your workflow in **Workflow builder**.
2. On the right side, drag and drop the **Gorgias** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Gorgias | Get Customer**.
5. **Gorgias | Authentication:** Select an existing authentication or [create a new one](#).
6. **Gorgias | Find Customer:** Select the Alchemer field containing the lookup value used to search for the customer (e.g., email address).
7. **Gorgias | Get data back:** Select the Gorgias customer fields you want returned (e.g., name, email, external_id, meta).
8. 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.
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Gorgias | Create Customer

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You will need:

- Gorgias API credentials. [More details in the authentication how-to guide.](#)
- Workflow fields containing customer creation data (name, email, etc.)

Configure the action

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Gorgias** connection into the workflow.
3. Click the pencil icon on the connection.
4. Select **Gorgias | Create Customer**.
5. **Gorgias | Authentication:** Select an existing authentication or [create a new one](#).

6. **Gorgias | Create Customer:** Choose the workflow fields used to create the customer. Any fields without input will have default values.
 - a. **Note:** Please reference Gorgias's [API documentation](#) for creating a customer to ensure body parameter inputs match required Gorgias formatting.
7. Save the action.

Status codes

- 200: Successfully created customer.
 - 400: The Gorgias API returned an error.
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Gorgias | Update Customer

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You will need:

- Gorgias API credentials. [More details in the authentication how-to guide.](#)
- A workflow field containing a unique identifier for the Gorgias customer you want to update

Configure the action

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Gorgias** connection where you want the action to run.
3. Click the pencil icon in the connection box.
4. Select **Gorgias | Update Customer**.
5. **Gorgias | Authentication:** Select an existing authentication or [create a new one](#).
6. **Gorgias | Find Customer:** Select the Alchemer field containing the unique identifier (e.g., email address) for the customer you want to update.
7. **Gorgias | Update Customer:** Map Alchemer fields to the Gorgias customer fields you want to update.
8. 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.
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Gorgias | Upsert Customer

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You will need:

- Gorgias API credentials. [More details in the authentication how-to guide.](#)
- A workflow field containing a unique identifier for the Gorgias customer (e.g., email address)

Configure the action

1. Open your workflow in **Workflow builder**.
2. Drag and drop the **Gorgias** connection where you want the action to run.
3. Click the pencil icon in the connection box.
4. Select **Gorgias | Upsert Customer**.
5. **Gorgias | Authentication:** Select an existing authentication or [create a new one](#).
6. **Gorgias | Find Customer:** Select the Alchemer field containing the lookup value used to search for an existing customer (e.g., email address).
7. **Gorgias | Upsert Customer:** Choose the workflow data you want to use to create or update the customer in Gorgias.
8. Save the action.

Status codes

- 200: Successfully upserted customer.
 - 202: Multiple customers were found. No customers were updated.
 - 400: The Gorgias API returned an error.
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Testing and Troubleshooting

Testing and Validation

How to test

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
 - Click into individual workflow runs to see input/output metadata.
- Confirm the expected retrieval, creation, update, or upsert occurs in Gorgias.
- Use metadata values returned to verify success or help debug issues.

How to verify results

- Check the impacted customer record directly in the Gorgias interface.
 - Ensure all retrieved or updated values match workflow expectations.
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Monitoring Integration Activity

Where to find logs

- Go to Results → Monitor.
- Select the integration step you want to inspect.

What logs display

- Input/Output
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Troubleshooting

Authentication issues

- Incorrect or expired API key
- User lacks permission to access or modify the Gorgias customer

Lookup failures

- Invalid or missing unique customer identifier
- No matching customer found in Gorgias

Mapping errors

- Invalid field types (e.g., incorrectly formatted email address)
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FAQs

What permissions do I need?

Integration Manager in Alchemer and Gorgias account access with rights to view or edit customer records.

When does the integration run?

When the workflow triggers and reaches the Gorgias integration step.

Can I use multiple Gorgias actions in one workflow?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Monitor logs for lookup issues, mapping problems, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

Related Articles