HubSpot

The HubSpot integration links Alchemer Voice directly to your HubSpot CRM so you can bring customer, sales, deal, and support data into Alchemer Voice for analysis. Connecting the two is a one-click process from your Alchemer Voice settings, and the integration supports both HubSpot CRM and Service Hub.

Who this integration is for

The HubSpot integration is built for Product Management, Revenue Operations, Sales, Customer Success, and Support teams. If HubSpot is your primary CRM or service platform, connecting it to Alchemer Voice ties customer feedback, product conversations, and commercial context together in one place.

What you can do with the HubSpot integration

- Bring company, contact, and deal data from HubSpot CRM into Alchemer Voice to add commercial context to your customer insights.
- Import Service Hub data, such as tickets and their related information, for deeper insight extraction and user research.
- Import CRM products and line items so you can break insights down by product or commercial line.
- Pull in custom object data: attach a HubSpot List to a custom object, and Alchemer Voice generates insights from the records in that list.

How it works

- Setup is a one-click process from the Connections screen in your Alchemer Voice settings: select HubSpot and connect.
- Alchemer Voice pulls company, contact, deal, ticket, product, line item, and currency data directly from HubSpot.
- Custom objects are imported through HubSpot Lists that you configure.
- Standard data from HubSpot syncs every 5 minutes; custom object lists refresh every 24 hours.
- An embedded HubSpot app is available under a separate license. It lets you view Alchemer Voice interfaces, such as conversations and insights, inside HubSpot alongside the related companies, deals, and contacts.

Before you start

To use the HubSpot integration, you will need:

- Alchemer Voice Admin privileges
- HubSpot CRM access with permission to connect integrations.

- For custom object support, a HubSpot List that references the custom object you want Alchemer Voice to pull from.

Set up the integration

1. In Alchemer Voice, open Admin and go to the Connections screen.
2. Select HubSpot from the list of available connections.
3. Click Connect and complete HubSpot's standard authorization flow to grant access.
4. Once connected, Alchemer Voice automatically begins syncing company, contact, deal, ticket, product, line item, and currency data.
5. To import custom objects, create a HubSpot List that references the custom object, then configure the import on the HubSpot CRM settings page in Alchemer Voice. The custom object must include a single text field that represents its content for Alchemer Voice to convert into insights.

Common use cases

- Review customer conversations and insights linked to companies, deals, and contacts without leaving HubSpot.
- Connect product feedback to deal, support ticket, and commercial data for product and revenue analysis.
- Pull custom object data from HubSpot into Alchemer Voice for segmentation or custom workflows, using Lists as the source.

Frequently asked questions

Which HubSpot objects are supported?

Alchemer Voice integrates with companies, contacts, deals, products, line items, currency (with multi-currency enabled), tickets, and custom objects (through HubSpot Lists).

How do custom objects work?

Create a List in HubSpot that references your custom object, then configure the import on the HubSpot CRM settings page in Alchemer Voice. The custom object must include a single text field that represents the object's content, which Alchemer Voice converts into insights.

Is the connection secure?

Yes. All connections are API based and require authentication through HubSpot's standard integration flow. Alchemer Voice operates under strict security and privacy policies (see the Alchemer Trust Center for details).

Does Alchemer Voice write data back to HubSpot?

Alchemer Voice does not edit or overwrite your existing HubSpot data.

Can I see Alchemer Voice information inside HubSpot?

Yes. With the embedded app (licensed separately), Alchemer Voice interfaces for conversations and insights appear inside HubSpot, linked directly to your CRM objects.

How often does Alchemer Voice update HubSpot data?

Standard data syncs every 5 minutes. Custom objects are imported every 24 hours.

Does the integration work with multi-currency?

Yes. Multi-currency HubSpot data is imported when multi-currency is enabled.

Is Service Hub required?

No. Service Hub integration is optional; the standard integration works with the out-of-the-box CRM objects.

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