

ALCHEMER PLATFORM

Alchemer Workflow

Alchemer Workflow, part of the Alchemer Platform, is the fastest, easiest, most effective way to close the feedback loop with customers and employees. Alchemer Workflow is a no-code workflow feedback engine that builds on our survey heritage. With market-first Connected Surveys and Initiators, you can create always-on conversations with your customers while you respond and deepen relationships.

The intuitive drag-and-drop interface enables you to build workflows that listen to events within your third-party enterprise software, such as Salesforce and Zendesk, as well as to survey responses, so you can create always-on surveys and automated workflows to take immediate and ongoing action on the feedback you collect.

CREATE ALWAYS-ON SURVEYS WITH INITIATORS

With Alchemer Workflow Initiators, you can listen to events from your third-party enterprise software such as Salesforce, Salesforce Marketing Cloud, Salesforce Service Cloud, Zendesk, and others – to automatically initiate surveys and feedback requests in the context of your customer's or employee's experience.

CLOSE THE LOOP WITH CONNECTED SURVEYS

Only Alchemer Workflow enables teams to connect multiple surveys within a single workflow. The Connected Surveys capability allows you to continuously engage with a customer, closing the feedback loop each time, as you ask for more specific feedback. This improves the respondent's experience and allows you to build segmented audiences for more targeted actions.

EASILY BUILD WORKFLOWS WITH A VISUAL, NO-CODE INTERFACE

Alchemer Workflow provides an intuitive and easy-to-use drag-and-drop interface and no-code design that allows you to quickly design the framework for an effective workflow. You can test and review the design with stakeholders prior to configuring all the individual steps and make any changes easily with the visualization tools.

CREATE PERSONALIZED EXPERIENCES WITH IF/ELSE LOGIC

Add If/Else Logic to individual steps in any workflow to create effective branch logic. With If/Else Logic, you can go beyond If/Then Logic to tailor and personalize the customer's experience. Logic branching allows you to differentiate your response based on a customer's specific feedback and preferences. Using this logic, you can ensure that no customer voice is left behind.

Who It's For:

Alchemer Workflow is designed to help close the loop for nearly every feedback program, including:

- Customer experience
- Employee experience
- UX research
- Business processes and operations
- Market research

To learn more and to request a demo, contact your account manager or visit alchemer.com/workflow

Create Ongoing Conversations with Customers and Employees

“Typically, employee engagement is a once-a-year type of conversation. Alchemer Workflow can help us to transform that into more of an ongoing conversation.”

— Kyle Burnam, CEO of Infosur Research

CONNECT TO PEOPLE AND DEPARTMENTS

Alchemer Workflow leads organizations from data collection to people connections, so they can effectively close the loop with their customers. You can route responses to the right people and departments who are empowered to personally respond based on the feedback, respondent, location, and more.

INTEGRATE FEEDBACK INTO YOUR BUSINESS SYSTEMS AND PROCESSES

Alchemer Workflow makes it easy to integrate feedback data into the systems and processes you already use. There's no need to replace software or learn new tools. The Alchemer Platform offers native integrations with the most popular CRM, business intelligence, marketing, and communications systems, and our Open REST API, extensible architecture, and no-code design makes it easy to integrate with most systems.

ENGAGE AT THE RIGHT TIME

The Delay step allows teams to add a delay to specific steps in a workflow. Customize the respondent's experience by configuring the cadence of steps, including the pacing of surveys and actions. This allows you to avoid survey fatigue by delivering shorter surveys. You can also use Delay to reach respondents and those taking action (your teams and departments) at the right time.

LAUNCH WITHOUT IT RESOURCES

Alchemer Workflow helps transform your company into a customer-centric organization without straining IT resources. Our no-code workflow feedback engine simplifies and automates taking action and closing the loop with the people giving feedback.

AUTOMATICALLY INITIATE SURVEYS DRIVEN BY KEY BUSINESS EVENTS

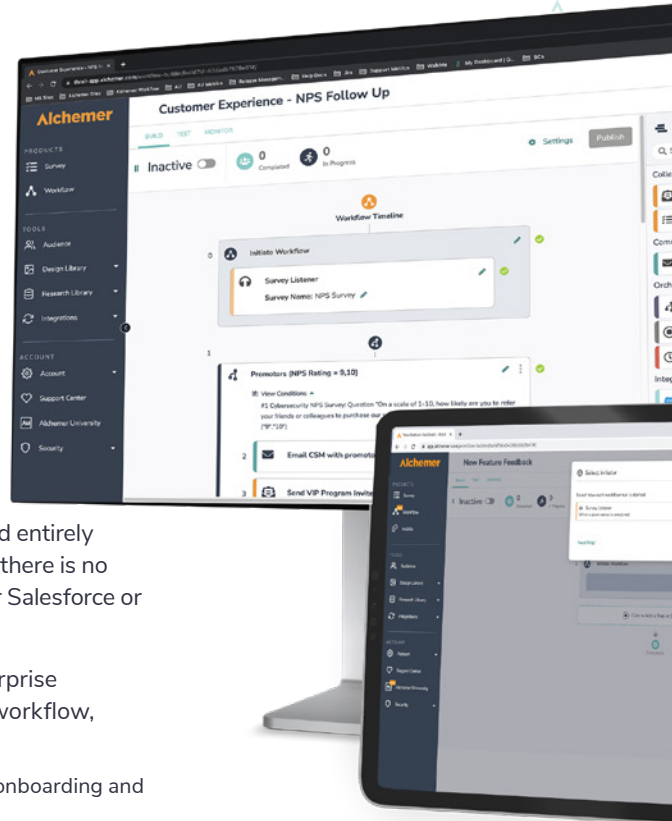
With Alchemer Workflow Initiators you can listen to events from your third-party enterprise software such as Salesforce, Salesforce Marketing Cloud, Salesforce Service Cloud, Zendesk, and others – to automatically initiate surveys and feedback requests in the context of your customer's or employee's experience. Alchemer Workflow initiators are configured entirely within the Alchemer platform, so there is no need to involve administrators for Salesforce or any other enterprise solution.

Basically, any event in most enterprise software systems can initiate a workflow, including:

- Sales stage changes initiating onboarding and sales satisfaction surveys
- Service case closes initiating a customer satisfaction survey
- Changes in employment or benefits status trigger employee surveys
- Key project milestones are reached in project management software.

PROVE YOUR PROGRAM'S BUSINESS VALUE

Alchemer Workflow's market-first features, such as Connected Surveys, Initiators, and If/Else Logic, drive deeper engagement with customers so you can quickly and effectively close the loop with customers and employees. By making them feel heard and valued, you will be able to demonstrate increases in retention, adoption, growth, and advocacy.



THE ALCHEMER PLATFORM ALLOWS ORGANIZATIONS TO:



Collect the best feedback with **Alchemer Survey**



Capture in-app feedback with **Alchemer Mobile**



Close the feedback loop with **Alchemer Workflow**

Alchemer

168 Centennial Parkway, #250
Louisville CO, 80027

© All rights reserved.

All trademarks are the property of their respective holders.