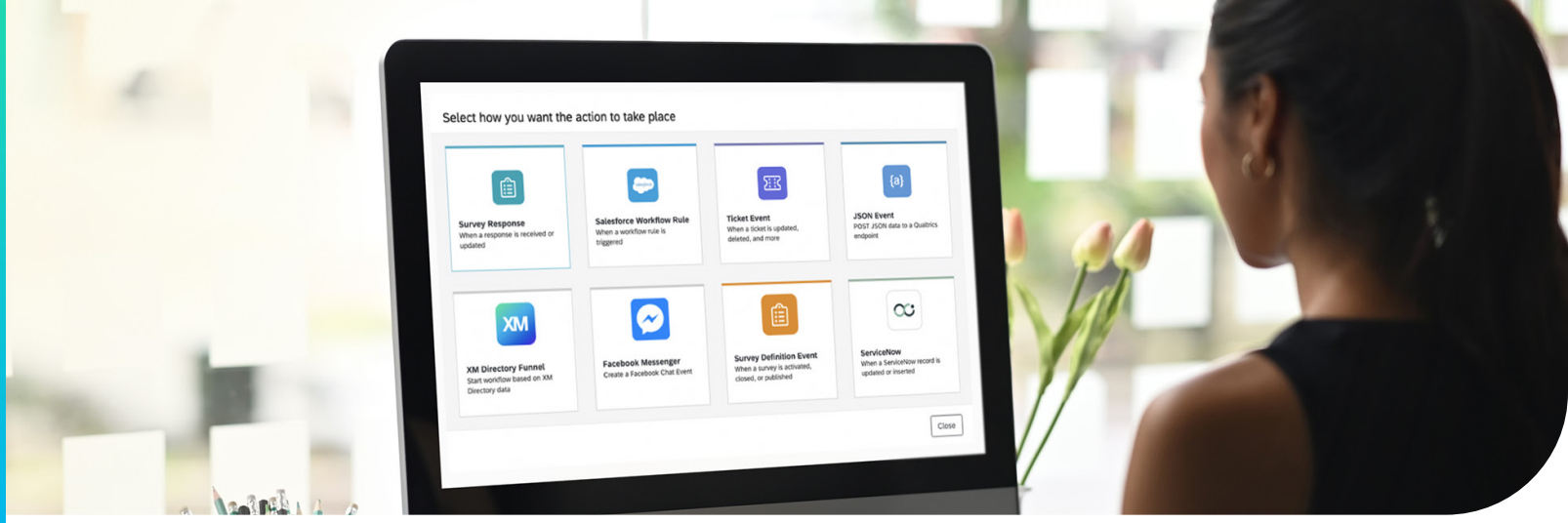


Introducing Workflows Event Plugin

Empower your users to integrate external systems more easily with the XM Platform.

The preview release of custom Workflows Event Plugins enables events from external systems to trigger *Qualtrics Workflows*, like triggering a feedback request or updating a contact's information.

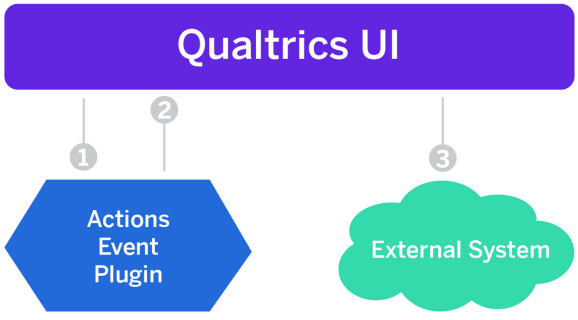
Simplified process

During configuration, a Workflows Event Plugin displays both static and API-sourced options to the user.

Once the user has completed the configuration, the Workflows Event Plugin will:

+ Generate a Qualtrics webhook URL
+ Programmatically create the webhook subscription in your external system

The URL is never exposed to the user, meaning there is no copying or pasting required.



1. Event selected by user. Plugin rendered within Qualtrics Workflows UI
2. User completes configuration. Plugin provides webbook subscription request
3. Qualtrics forwards the webhook subscription request with a unique URL for the brand, user, and Action

Seamless Set-up

Workflows Event Plugins provide a way for developers to initiate Qualtrics Workflows through a simplified webhook configuration that users can set up. The *JSON Event* is a generic Workflows Event that can be used as a proof of concept.

Use Cases

Platforms like ServiceNow can create a Workflows Event Plugin to enable users to set up a workflow that triggers a Qualtrics feedback request when a ServiceNow support request is closed.

Extended benefits

Creating an integration with Qualtrics through a Workflows Event Plugin has multiple benefits, including:

+ Exposure to Qualtrics customers with the potential to attract new business and unlock new use cases
+ Simple and quick set-up for mutual customers
+ Increased renewals from customers with added stickiness of the Qualtrics XM Platform
+ Enhanced visibility and monitoring of the integration by the customer

Streamlined workflow

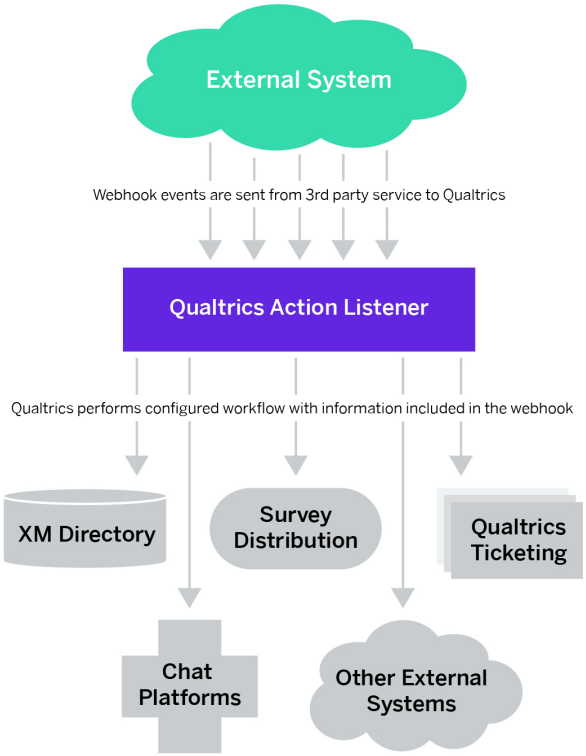
When the external system makes a web service call to the Qualtrics webhook URL, the payload included in the call is stored as a data model that becomes available as piped text for other subsequent *Conditions* or *Tasks* in the Workflows.

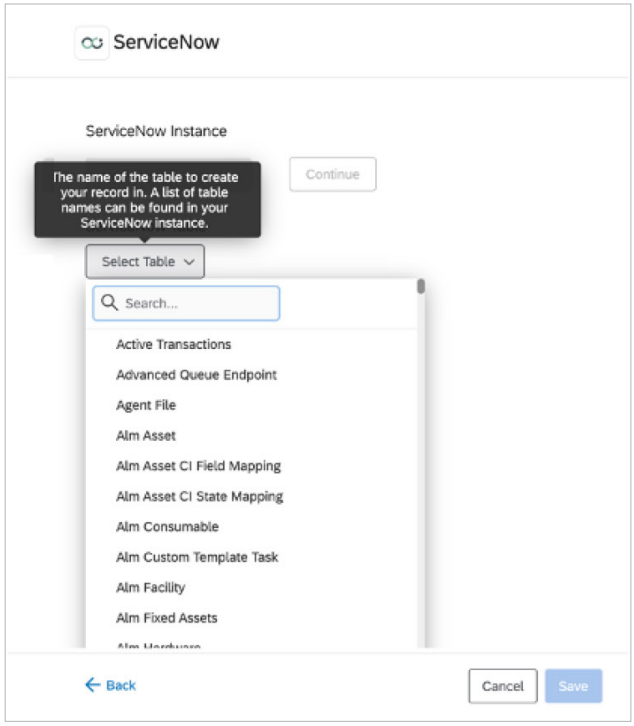
Any system that can send a POST HTTP request with a JSON payload has the ability to integrate with Qualtrics via Workflows Event Plugin.

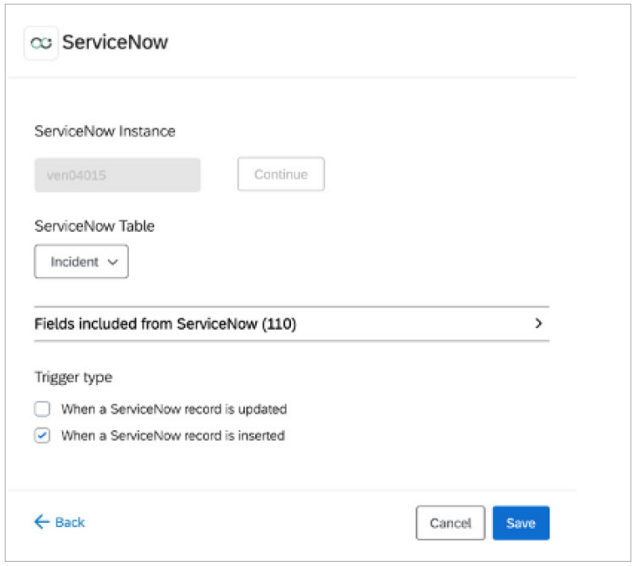
Building together

The XM Extensions SDK contains all of the tooling, libraries, runtime, and documentation needed to create custom Workflows Event Plugins.

With this SDK, developers can declare an authentication resource that is required to create the webhook subscription and then build a configuration UI with a Qualtrics-provided library of styled components.







Next steps

If you are interested in learning more about Workflows Event Plugins and seeing a demo, *fill out this brief form.*

If you feel that your use case(s) don't quite match up, we'd still like to hear from you. We want to better understand your perspective and potentially add your scenarios to our roadmap.

qualtrics XM