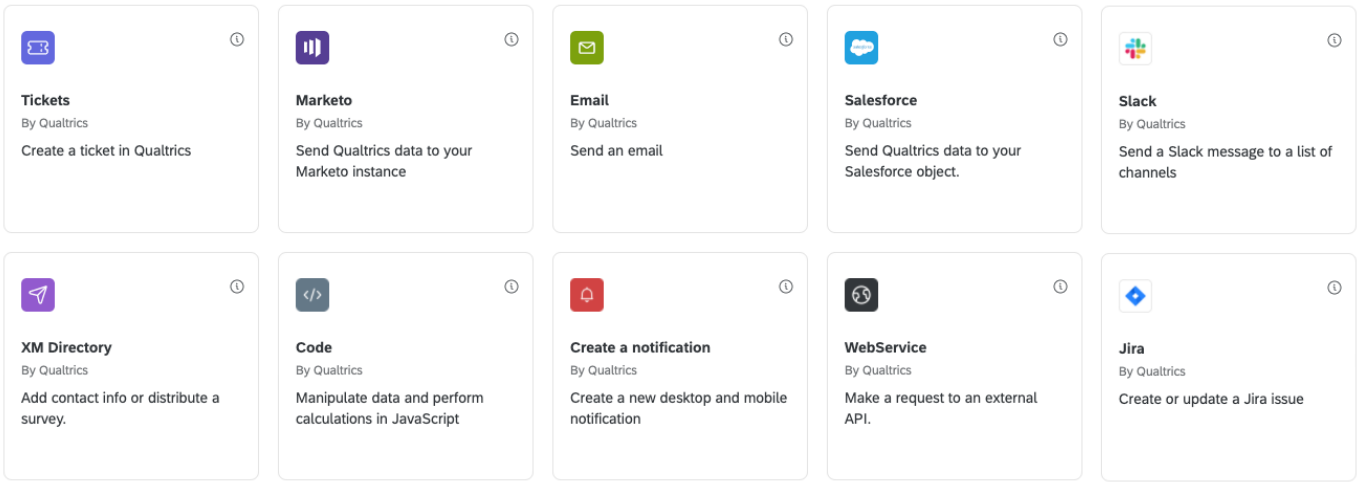


Introducing Workflows Task Plugins

Empower users to easily push data from the Qualtrics XM Platform to your system.

Workflows Task Plugins are fundamental components in Qualtrics Workflows. Each Task enables users to fulfill multi-platform use cases with custom logic, like mapping customer feedback from Qualtrics to a new object in Salesforce.



What are they?

Workflows Task Plugins enable developers to embed integrations within Qualtrics Workflows that can make outbound API calls to enrich external systems with experience data or trigger further workflows.

What are some use cases?

Users may configure a workflow to create a Zendesk ticket when negative feedback is received via a Qualtrics survey.

That same workflow may send a Slack message to a channel about the negative feedback with a link to the Zendesk ticket.

Qualtrics
DeveloperPlatform™

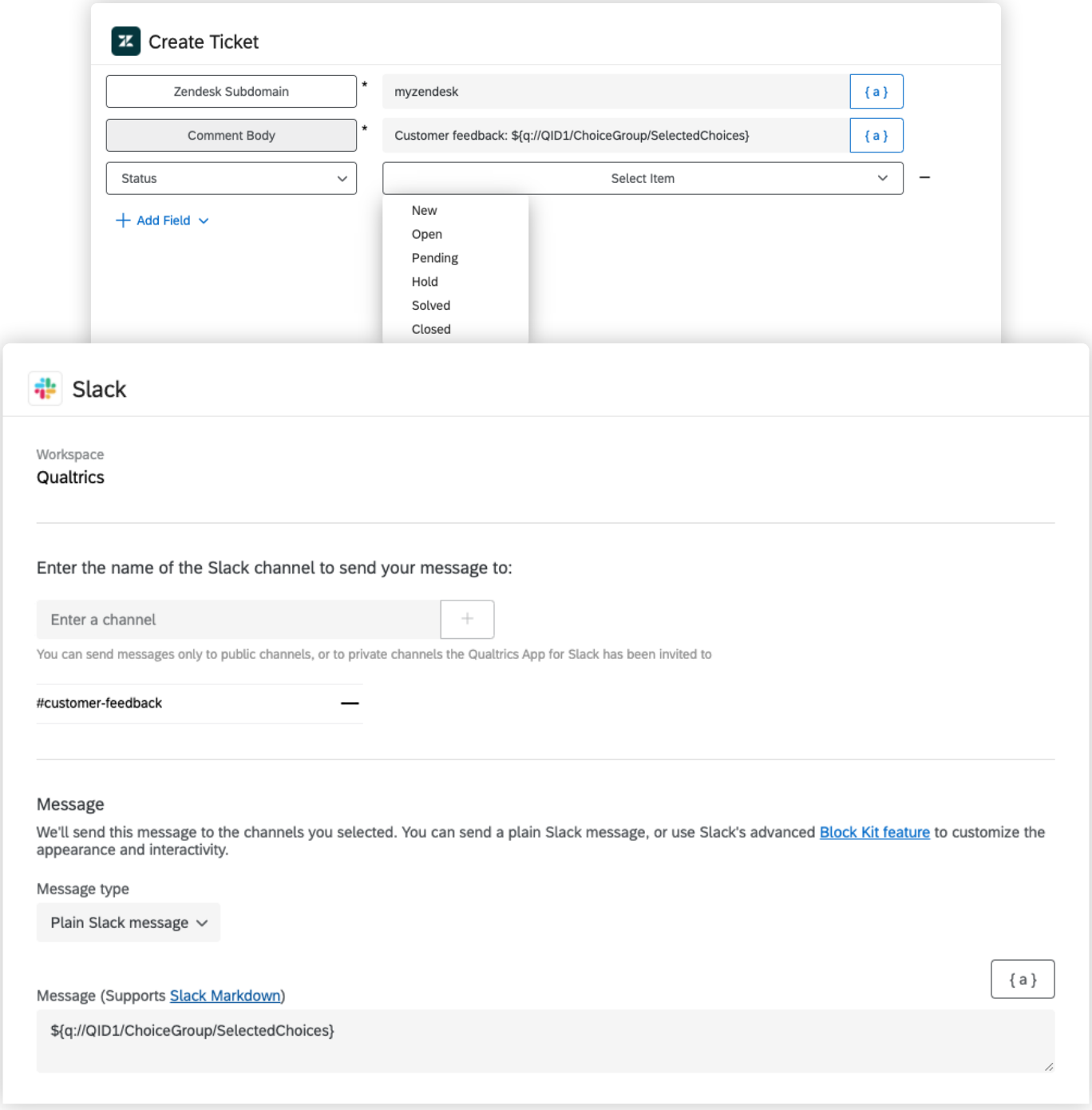
Why would I want to create one?

Integrating with Qualtrics through Workflows Task Plugins has these benefits:

A Exposure to 12,000+ Qualtrics customers

B Simple and quick set up for mutual customers

C Increased customer renewals with the added stickiness of the Qualtrics XM Platform



How do they work?

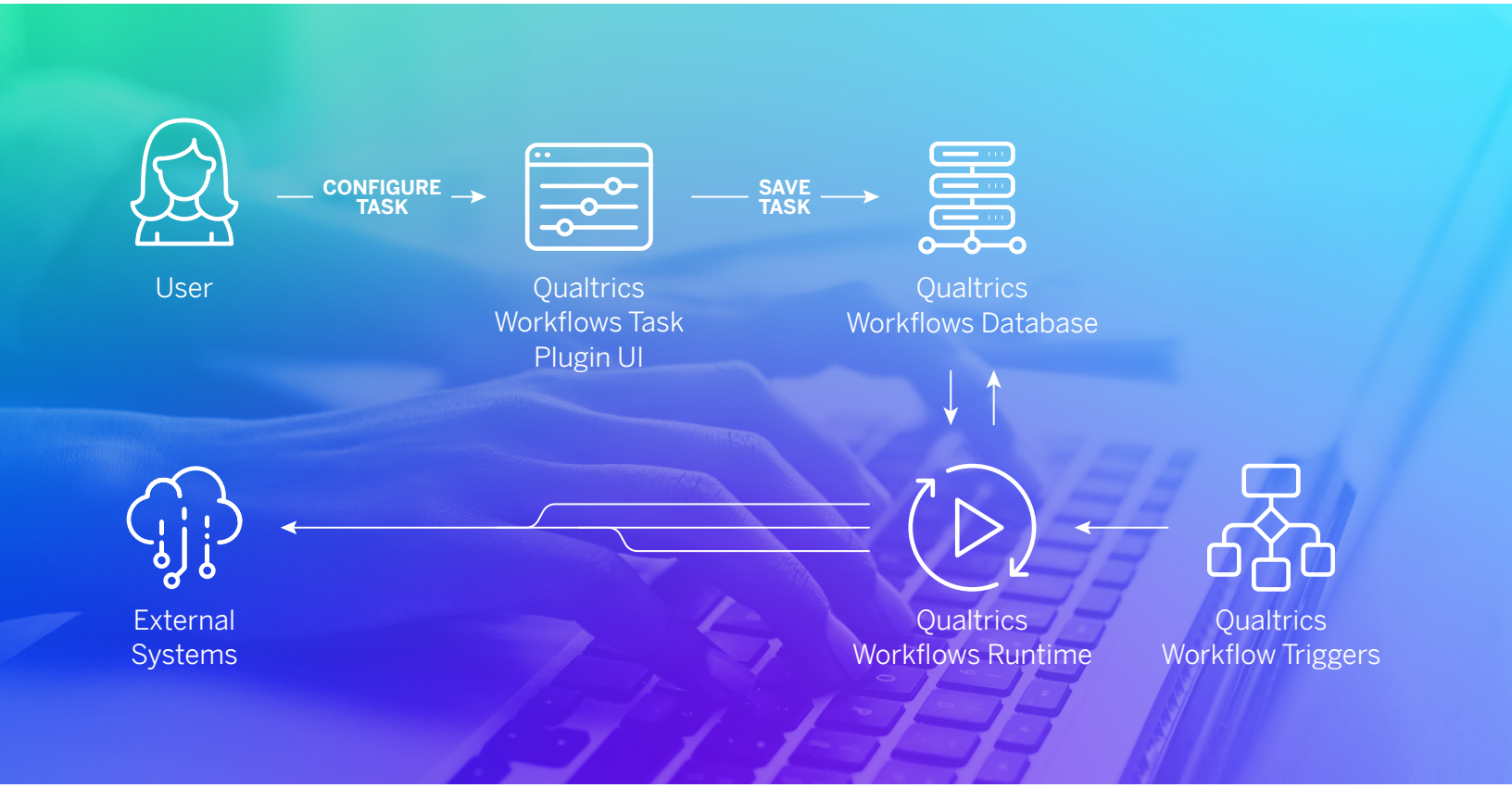
A user configures an Workflows Task Plugin through a seamless UI. Inputs can be statically provided or dynamically sourced from APIs, the triggering workflow event, or preceding workflow tasks.

Each Workflows Task Plugin can output values for subsequent tasks to use. Once the user has completed the configuration, the Workflows Task Plugin will:

A Save the outbound API configuration in the Workflows database

B Execute the outbound API call when its workflow is executed

C Output relevant data to subsequent workflow tasks



How do I build one?

The XM Extension SDK contains all of the tooling, libraries, runtime and documentation required to create custom Workflows Task Plugins.

With this SDK, developers can create authentication resources for interacting with external APIs and build configuration UIs with a Qualtrics-provided library of styled components.

Next steps

If you are interested in learning more about Workflows Task Plugins and seeing a demo, let us know by filling out this brief form

If you feel that your use cases 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.