



The Slack handbook for financial services

Modernize your operations with secure
and flexible digital-first collaboration



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Transform your business and get results

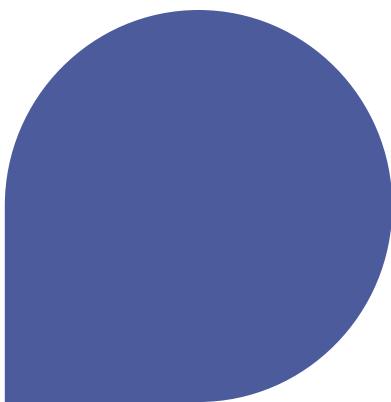
In-office, hybrid and remote work all coexist in today's working landscape. With tightening budgets, business leaders must find digital-first solutions that boost productivity, automate processes and retain top talent.

It's common for financial services firms to give employees legacy tools that are compliant but often difficult to use and connect with each other. Slack boosts productivity by bringing the entire firm together in a user-friendly platform you can roll out at scale. Whether employees are working from their computers or on the go on their mobile devices, our platform helps bankers, advisors and agents communicate information securely and quickly so they can deliver exceptional customer service.

What financial services companies reported since using Slack:

- **32%** estimated ROI in 8 months
- **26%** faster decision-making
- **24%** increase in win rate
- **26%** increase in time saved due to process automation

Source: "FY23 Customer Success Metrics," July 2022; study participants were Slack users in financial services



Transform your business and get results

New Client Setup

What is your client's name?

Jenny Tutone

What is your client's email?

jenny.tutone@lifeisgood.com

What is your client's phone number?

415-867-5309

Have you or your client submitted the completed legal documentation?

Yes

Cancel Submit

With Slack, automations enable companies to adapt and grow without adding headcount. We make it easy to start using our platform with [integrations and workflows](#). In addition, our platform is built with industry and international compliance standards in mind to support your teams' compliance needs. By providing a secure and efficient collaboration alternative to email, Slack empowers banking, wealth management and insurance professionals to modernize operations and do more with less.



Drive business forward with channels

Email, phone calls and, at some companies, faxing lead to communicating in silos. Even though email isn't going away, today's pace of work demands that we adopt a contemporary approach. Slack allows teams to collaborate securely and accelerate work across your business by connecting people, data and apps in one space.

Slack channels are flexible spaces where groups of people can share messages, updates and resources. They help break down silos by allowing bankers, agents and advisors to exchange information, source historical context, and execute financial transactions faster. Instead of emailing and calling 10 different people at 10 different times, everyone connects in a channel. Plus, you can organize discussions by using **threads** to follow up and reply to questions.

The screenshot shows the Slack desktop application. The sidebar on the left lists channels: '#research-sharing' (highlighted in blue), '#team-san-francisco', '#team-new-york', and 'Direct messages'. The main workspace shows a message from user @Zoe Maxwell at 10:55 AM: "Hi team! Here's the latest investment research. It's been approved for discussion with your clients." Below the message is a PDF attachment titled "ESG Investment Research" (114 kb PDF). Another message from user @Lee Hao at 11:00 AM: "@Zoe Maxwell Thank you! This was just what I was looking for." At the bottom of the workspace, there is a message input field with the placeholder "Message #research-sharing". The bottom right corner of the workspace has various Slack interface icons.

Our customer **Stripe** helped its customer launch a new payment method and ran into a few kinks before launch. The team tried to troubleshoot via email with the customer, but, according to **Jeanne DeWitt Grosser**, Stripe's head of revenue and growth, Americas, “after two email back-and-forths, we flipped the issue over to Slack and had it figured out in five minutes.”



With Slack channels, users can:

- Streamline decision-making by creating groups for specific investment ideas or accounts
- Share important policies and procedures, announcements and resources
- Connect with account or deal teams in one place to provide sales updates, receive relevant alerts and share files—from documents and **clips**, short audio and video recording
- Get IT and HR support in dedicated help channels

“Through the adoption of Slack, we see less of a reliance on email. We see greater collaboration and engagement. Whether our team members are right next to each other or across the country, they can use Slack to feel plugged in with the organization.”

Sean Willett
Chief Administrative Officer, Five Star Bank





Work faster by using Slack's powerful search

As your teams work together in Slack, you'll create a searchable archive of conversations, context and decisions. Slack serves as a unified communication repository where you can use keywords to filter information. Users can **search** to **find exactly what they need**, whether it's a file, a specific channel or a person.

A screenshot of the Slack desktop application. The sidebar on the left shows the workspace "Acme Bank" with various channels and mentions. The main area shows the "#learn-Slack" channel, which has a pinned message from "Zoe Maxwell" at 10:55 AM. The message reads: "Hello there! Welcome to the Learn Slack Channel! ✨ Check out the Slack guides in Channel on how to: • Get Started in Slack! • Use which collaboration tool when • Roles & Responsibilities Matrix". Below the message, there's a link to "Getting Started with Slack" and a note that it was written by eva cado on Oct 11th, 2022. There are buttons for "Read Later", "Send to Channel", "Unsubscribe", and "More actions...".

Slack's powerful search allows your employees to spend more time doing their jobs. For example, Slack accelerates employee onboarding by having historical information that's easily accessible in channels. This is invaluable, because the speed at which you onboard your employees is a huge value add to customers. Employees can tap into critical knowledge—looking up how customer issues were successfully resolved and how processes were executed—faster. This not only saves employees from having to ask others multiple questions, it supports team alignment on important policy changes.





Speed up work processes with automations and integrations

There is no shortage of administrative tasks in the financial services industry. The downside is that many tasks require constant context switching—a major obstacle to employee productivity. Unlike legacy task management systems, Slack integrates with over **2,400 apps**—including Salesforce Financial Services Cloud, Smarsh, Jira Cloud, Box, and DocuSign—allowing bankers, agents and advisors to bring essential data into one workplace.

Say there's a referral that comes from another part of your organization that needs review or a document that is ready to sign. You can receive those notifications and quickly act right from Slack, whether it's making an approval by using an **emoji** or starting an informal conversation with a **huddle** right in the channel to discuss next steps. Any actions taken in Slack are then updated in integrated systems, reducing the need to do the same task multiple times in different places. By helping your employees easily access all their tools, data and conversations in one place, they're enabled to make decisions faster and spend less time navigating their technology so they can spend more time building quality relationships with customers.

The screenshot shows a Slack interface for 'Acme Inc.' with a sidebar containing links like Threads, All DMs, Mentions & reactions, Starred, and Channels. The main channel is '#support-team'. A pinned message from Lisa Zhang at 10:55 AM states: 'We have determined that the issue was caused by an unanticipated spike in web traffic, which overloaded our servers. We are working with our cloud provider and marketing to see how we can mitigate this in the short-term. Next update will be in 15 minutes.' Below it, a message from 'Pagerduty' at 10:56 AM provides details about a triggered API request: 'Triggered: #3847 API: Request Response Time', 'Assigned: Lisa Dawson', 'Service: Customer experience', 'Dial-in Number: +15558675309', and 'Meeting URL: Join Meeting'. At the bottom, a reply from Zoe Maxwell at 10:57 AM says: 'Saw some bugs (filed in Jira) causing the issues but should go away when fixed is pushed.' There are 2 replies and a timestamp of 'Last reply today at 10:00 AM'.

These are some of the processes that can be streamlined with Slack:

- Customer onboarding, rate and pricing approvals, and loan processing for **banking**
- Claims escalation and underwriting for **insurance**
- Client onboarding for **wealth and asset management**



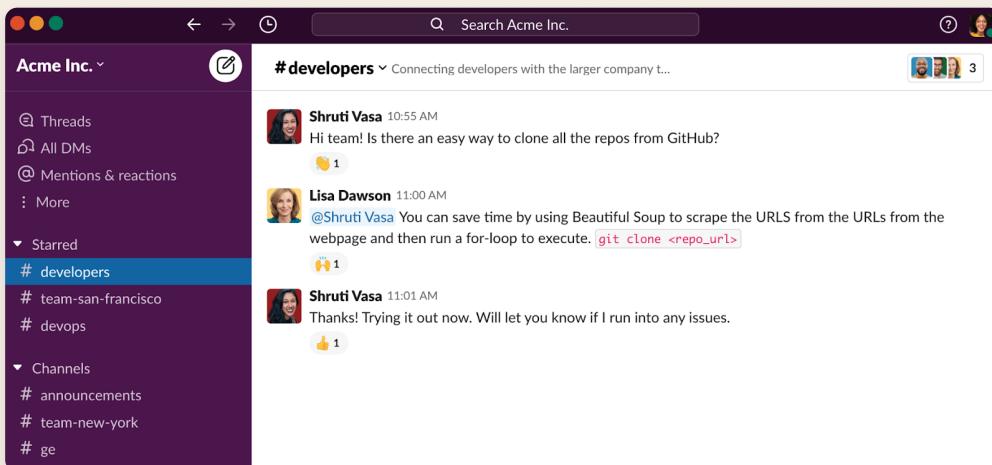
How Slack streamlines banking operations

With Slack, banks have the agility to operate quickly during times of market volatility, without compromising security. Our enterprise-grade tools empower mortgage advisors, relationship managers and investment bankers to streamline business processes. Bankers can have up-to-date context on leads and referrals by having customer data piped in from integrations with Salesforce and other systems. And they can use workflows to speed up credit card approvals and client onboarding. Working more efficiently on our platform allows bankers to deliver first-class, personalized experiences and deepen customer relationships.

Quickly share research and knowledge for better decision-making

Slack channels provide employees with a clear view to research policy information and market analysis—all organized by topic—so they can stay relevant and productive. With dedicated Slack channels and app integrations, team leads can share real-time market updates and alerts, breaking down information silos. Teams can also access historical account information securely, enabling them to build credibility with consumers and clients.

Canada's biggest bank, the **Royal Bank of Canada (RBC)**, is using Slack to foster a culture of idea sharing and collaboration, making it easier for employees to get information and answers. RBC's Digital Team operates on the front lines of the bank's digital transformation. This cross-functional group makes sure that RBC's customers enjoy a seamless experience—whether they're online, in the app or at the bank.



Speed up work processes with automations and integrations

"We're rethinking the way we deliver value to our clients," says **Christopher Higgs**, vice president of Omni and Mobile Technology at RBC. As the team quadrupled in size, Higgs says, "Slack became a mission-critical application for everyone."

The Digital Team is organized by squads made up of product owners, business analysts, designers and developers. Each squad has its own Slack channel for core work, and visibility into other squads' channels. This transparency saves time and cuts down on redundant work.

For instance, information on how to set up a development environment is indexed, shared and made searchable in Slack. Having instant access to information has streamlined development processes. What previously took hours—even days—to research, now takes minutes, Higgs says. When questions come up, he says, "there's always another developer out there using the channel who can jump in and help."

With Slack, you can manage everything from an account-specific channel, bring in experts as needed, and triage any challenges that arise.

Deliver elevated customer experiences quickly and efficiently

When it comes to incident management, staff members can leverage Slack's automations. No-code workflows and app integrations to Google Workplace and Jira give customer-facing teams the tools they need to elevate customer service.

At **Solarisbank**, automations streamline work across lines of business and enable faster one-on-one support. "Everyone involved in incident response management—and basically the whole company—knows where to turn when they have a problem: the relevant Slack channel," says **Dennis Winter**, Solarisbank's chief technology officer. The Berlin-based company relies on the **PagerDuty Slack integration** to identify Solarisbank's incident reports and automatically forward them to the best Slack channel, facilitating transparent and efficient communication.

To further simplify the process, Solarisbank technicians created a Slack bot. When the bot is activated, a new incident ticket is automatically generated, along with a corresponding Slack channel to which the on-call technician is invited to join. "Slack was the most efficient way we could connect people, project teams, and machines," Winter says.





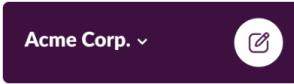
Support your compliance requirements with enterprise-grade security

Tools that support your compliance needs are essential in this industry. After all, employees have to communicate not just within the figurative four walls of their company, but with partners and customers outside the organization.

This is where **Slack's Enterprise Grid** shines. It offers control, visibility and flexibility for users by supporting **industry regulations and international security and data privacy standards**. Slack is FINRA 17a-4 configurable and FedRAMP Moderate authorized, so organizations across the industry and in the public sector can use the platform to support their compliance efforts.

Slack's Discovery APIs also let you use third-party e-discovery tools to store Slack messages and files externally, where they can be searched, archived and retrieved. Additional features like **information barriers** enable you to avoid conflicts of interest and safeguard sensitive information between different groups of users, empowering you to limit their ability to send messages or even contact specific people altogether. Customizable retention policies allow customers to tailor data retention and deletion based on their needs and industry requirements, whether that's keeping a record of all communications and edits or deleting data after a specified time.

Create information barriers

- 1 From your desktop, click your workspace name in the top left.

- 2 Select Settings & administration from the menu, then click Organization settings.
- 3 Click ▾ Security in the left-side column, then choose Information Barriers.
- 4 Click Create Barrier.
- 5 Open the drop-down menu to select a primary group.
- 6 Under Barrieder From, start typing the name of the IDP group you'd like to prevent from contacting the primary group. Select the group from the list of suggested options. Repeat this step for as many groups as you'd like.
- 7 Click Save.



Work securely without compromising user experience

Building a secure infrastructure that meets customers' compliance configuration needs is a top priority at Slack. **Larkin Ryder**, Slack's senior director of software engineering, says our risk and compliance team members fully understand the regulatory space, since many of them come from a financial services background, and have designed capabilities to support some of the largest financial companies in the industry.

Get the tools you need to stay secure and compliant

With Slack, organizations can take advantage of security features that balance control with visibility and flexibility, including:

- Collaborative tools built with industry and international compliance standards in mind such as FINRA, FedRAMP, ISO/IEC and GDPR
- Working with external partners in [Slack Connect](#)
- Controlling access to information in Slack with identity and device management that helps you manage people and devices around the world
- Protecting data with tools such as [Slack Enterprise Key Management \(Slack EKM\)](#), audit logs and integrations with top data loss prevention (DLP) providers
- Leveraging Slack's governance and risk-management capabilities to support financial, legal and reputational risk management

But what differentiates Slack from other secure software, Ryder says, is how thoughtfully it incorporates automations and integrations to deliver a seamless user experience. "It's even more than efficiency that makes Slack unique," she says. "Slack is friendly and personable. It has the kind of interaction we all need at a time when we're not necessarily face-to-face with our coworkers."

When the global investment firm [Man Group](#) needed to transition 1,400 employees to remote work at the start of the pandemic, it chose Slack. **Tom Price**, Man Group's chief technology officer for core technology, says the company was particularly drawn to [Slack's Enterprise Mobility Management](#). "It acts as a security perimeter," he says, "preventing any kind of loss in customer data or personal data internally."

When employees have a communication platform that's easy to use, they're less likely to turn to email and unapproved apps, making work more enjoyable for them and more secure for your company.



How Slack modernizes operational innovation and cost management for insurance

Slack can help streamline sales and underwriting decisions while accelerating claims resolutions, helping make brokers and their clients happy. Our carrier customers are using Slack's workflows to simplify and speed up core insurance processes. By using Slack's automations, integrations with Salesforce and emoji to make decisions, they expedite underwriting reviews and claims management.

Speed up claims resolution and sales and underwriting decisions

Optimizing these processes, of course, not only speeds up how customers receive coverage and claims payments, it also leads to increased employee satisfaction. Instead of having to sift through emails or paper files to find critical information, employees can quickly access what they need and focus their attention on delivering the best service possible. The result: a strong team culture, which helps agencies and brokerages recruit and retain employees.

Increase productivity and collaboration for agencies and brokerages

Slack can unite an entire insurance agency or a brokerage through centralized and secure collaboration. By breaking down organizational silos, sales and service teams can quickly deliver personalized coverage to clients. Additionally, producers can easily connect with clients and carriers in Slack Connect. All of their conversations with external partners and vendors happen in one secure platform, enabling real-time service and improved retention.





Collaborate with your partners in secure, dedicated channels

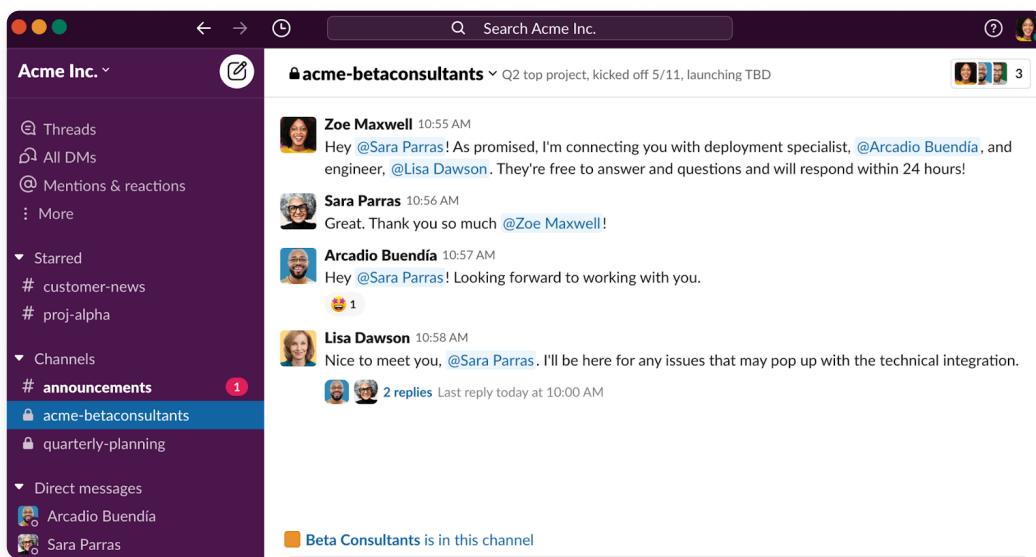
Slack Connect brings the people you work with outside the company—from agencies to outsourced vendors and customers—into secure, dedicated channels that meet IT administrators’ requirements for archiving, visibility and data control. Say a multi-asset hedge fund needs to stay close to data vendors and react fast to unexpected market movements. With Slack Connect, portfolio managers can sign off on trades after market hours swiftly—before the Asian market opens and before the NYSE bell—on their mobile phones with Slack. Plus, employees can easily put in quality face time with clients using Slack as a direct line back to the office.

By keeping internal and external communications on the same platform, organizations not only save time and money but can protect and monitor those communications more than email and unsanctioned apps, which are susceptible to spam and phishing. Organizations maintain control of what external collaborators can and can’t access. For example, administrators can block users’ ability to upload files, automatically redact sensitive information in messages posted by your organization to shared channels via DLP integrations, and customize the retention of your data in Slack Connect channels to adhere to company policies. (Messages and files sent by members of your organization in a channel or direct message can be edited or deleted by the [Discovery API](#). Messages sent by people not on your team may be deleted based on their policy.)



Collaborate with your partners in secure, dedicated channels

Slack Connect played a key role when **Solarisbank** was working with an external partner's technical integration process with the Solarisbank platform. "At the beginning of the integration phase, lots of questions come up that we can answer very quickly in Slack," says **Bernhard Frese**, the head of technical solution engineering at Solarisbank. He says Slack Connect establishes a sense of closeness and familiarity, and provides more transparency and speed than email. "Before, a partner integration might take up to six months, but now we only need three months."





Deliver more value by using Salesforce and Slack together

Sometimes account information doesn't get updated right away in Salesforce, or bankers, agents and advisors might miss out on opportunities to engage with potential clients because they forgot to track a deal's status. Whether it's lead capture or case resolution, Slack enhances your Salesforce investment by mobilizing your people, data and systems in one place where teams are already collaborating. In a survey of 115 customers using Salesforce and Slack, customers reported a 27% increase in win rate since implementing Slack (Salesforce, "FY23 Customer Success Metrics," July 2022).

The screenshot shows a Slack channel named '#referrals-mm-portfolio' within the 'Cumulus Bank' workspace. The channel interface includes a sidebar with team navigation and a message list. A message from Shruti Vasa at 11:30 AM (@here) states: 'Any referrals from retail banking will be assigned in this channel 💰'. A message from Financial Services Cloud at 11:35 PM (@Sara Parris) says: 'Hi @Sara Parris 🎉'. Below this, it says: 'This referral just got assigned to you: New Referral| Ms. Lisa Dawson'. It provides details about the referral: 'Expressed Interest: Mortgage', 'Potential Value: \$620,000', 'Internal Referrer: Lee Hao', and 'Score: 87'. At the bottom, there are three buttons: 'Accept', 'Reject', and 'Re-assign'. A small icon with a fire and the number '8' is also present.

When someone asks a question about the status of a deal or client, teammates don't have to drop everything and go to Salesforce to get the details. They can access and update existing records right in Slack, where they're collaborating with managers, their teammates and their clients (and soon, in [canvases](#)). Using Slack and Salesforce together means stakeholders can make more informed decisions grounded in real-time business insights by taking action on information being piped into specific channels, and processes get streamlined through Slack's automations.



Make real-time insights easily accessible to everyone

Slack is deepening its integrations with the rest of Salesforce's products so our customers can do more work with less effort. You can bring relevant notifications, approvals and data from tools like Salesforce [Financial Services Cloud](#) right into Slack, as well as with some of our other Salesforce integrations:

- [Sales Cloud for Slack*](#)
- [Service Cloud for Slack*](#)
- [Account Engagement for Slack](#)
- [Tableau for Slack](#)
- [CRM Analytics for Slack](#)

* Available as part of Financial Services Cloud

Close deals faster with a powerful Sales Cloud and Slack solution

Financial services professionals focused on building their book of business will love our new [Sales Cloud and Slack solution](#), which comes with out-of-the-box templates teams can use on day one. Our solution connects sellers and cross-functional stakeholders to the single source of truth they need in Slack by automating the push and pull of real-time CRM data from Sales Cloud directly into Slack channels. Account teams can see opportunities and customer details piped into channels dedicated to a specific customer account—and all of the information is visible by people working on the account.



Deliver more value by using Salesforce and Slack together

Users can also send account updates from Sales Cloud into Slack channels, where teams can work together on next steps. Conversely, teams can quickly update the CRM with account details with built-in slash commands. In addition, our solution lets you analyze engagement metrics and insights measuring Slack's impact on helping teams achieve their sales goals.

The screenshot shows two side-by-side interfaces. On the left is a Slack channel named '#acct-capricorn-coffee'. It displays a message from 'Account Record | Capricorn Coffee' about an exec meeting, followed by a detailed view of an opportunity for 'Capricorn New Business Loan' with stage 'Exploration' and amount '\$4.5M'. Below this is a workflow message from 'High-Value Opportunity Update' at 3:25 PM. On the right is a 'Canvas' interface titled 'Top FY23 Opportunities', showing a card for the same opportunity with owner 'Matt Brewer', close date '2022-12-15', stage 'Reviewing Terms', and next step 'Set up follow meeting'. At the bottom of the canvas interface is a 'Service Swarms' section for 'Service Cloud for Slack' with a case for 'Case - 00005477' and a note: 'Help needed: John called and needs help reviewing the details of his existing loan.' Buttons for 'View Case' and 'Finish Swarming' are shown. A message input field at the bottom of the Slack interface says 'Message #acct-capricorn-coffee'.

“The future of selling is connecting the right people with the right information, all in one digital workspace,” says **Rob Seaman**, Slack’s senior vice president of product management. “This ultimately empowers teams to close deals and resolve issues faster, and—most importantly—cultivate thriving, long-term customer relationships.”

Enable teams to support your business needs better and faster

The Sales Cloud and Slack solution enables teams to add to their company’s bottom line by:

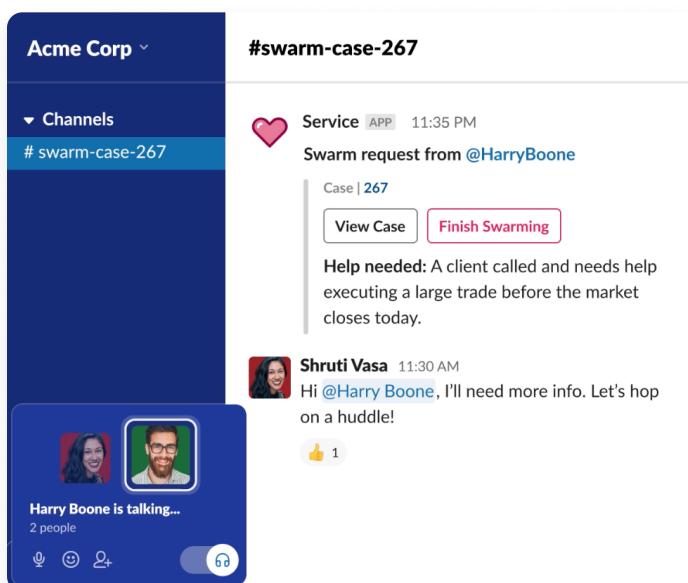
- Driving productivity with automated workflows and alerts, as well as invaluable best practices
- Eliminating data, process and communication silos to accelerate deals
- Engaging team members to work together quickly and easily across the organization to move business forward



Deliver more value by using Salesforce and Slack together

Provide concierge-level service with swarming

Slack streamlines how teams connect and solve issues, giving them the ability to build more supportive and successful relationships with clients. With **Service Cloud and Slack's swarming solution**, you can mobilize and unite your entire company to resolve customer issues cases faster, and in real time. When agents encounter complex or high-severity challenges, they can start a swarm **directly from Slack** or from Salesforce's **Service Cloud Console**.



The agent will assign swarm members based on their skills, capacity and availability. Swarm participation is tracked in Salesforce, giving teams and leadership visibility to a **prebuilt dashboard** that showcases top swarm participants and the impact of swarming on key service metrics. This gives you the information and insights you need to create the most effective collaborative service model possible.

Swarming builds customer loyalty by reducing case handoffs and escalations. Instead of getting passed around from one agent to the next, customers maintain a single point of contact. Agents benefit from real-time coaching and learn new skills by staying involved in the resolution process.



How Slack creates best-in-class wealth advisor experiences

Slack helps attract top advisors with the digital-first tools they need to make work more simple, pleasant and productive. In addition, having knowledge centralized in Slack helps you onboard new talent quickly.

Not only does Slack help streamline internal business processes, it provides easier access to client information, which speeds up decision-making and enables wealth and asset management firms to build client relationships. Our streamlined workflows let teams—from advisors to operational support staff—stay nimble to solve complex client needs and deliver personalized recommendations for clients' long-term financial goals.

Take action quickly with intuitive and secure collaboration

The global investment firm **AllianceBernstein** has experience with group chat systems that goes back to the 1990s. When its leadership realized that Slack checked all the boxes they needed—secure, integration-friendly, intuitive—AllianceBernstein was quick to implement the platform across the company. The firm has all of its go-to tools integrated into Slack.

“It’s so powerful when you can collaborate around other systems, whether it’s a client in Salesforce, an invoice in the general ledger, or an analyst who has an idea with a portfolio manager,” says **Karl Sprules**, AllianceBernstein’s head of global technology and operations. “Slack makes integration with larger compliance tools out of the box one less headache.”

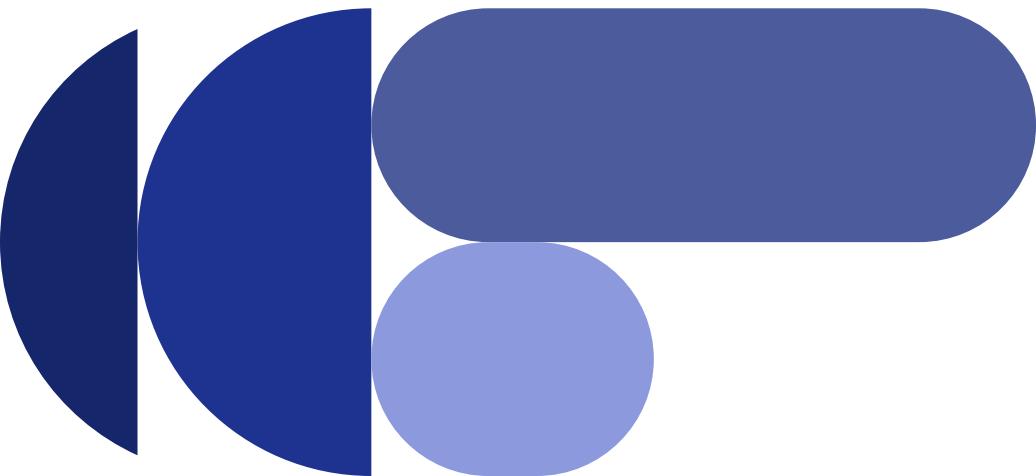




Give your employees a secure platform that promotes productivity

When teams have the tools they need to be their most efficient, your organization can focus on what matters most: building customer relationships. To thrive, financial services leaders must use digital-first solutions to boost productivity, automate processes, retain top talent, and drive better business results.

Learn more about how to bring all your teams and tools together in one secure place by visiting our [Financial Services solutions page](#). Ready to get started using Slack? [Contact us](#) today.





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