

## GUIDEBOOK

# Drive growth and customer loyalty with Slack Connect

How moving communication out of inboxes helps global leaders close deals faster, retain customers and deliver best-in-class support

# Drive growth and customer loyalty with Slack Connect

FEATURING INSIGHTS FROM



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# Customer demands are increasingly complex

*Today's customer demands that we pivot away from legacy methods and forge a new kind of high-touch connection*



**F**or customer-facing teams today, many things are simply beyond their control. According to recent research from LinkedIn, traditional outreach is becoming less effective, buyers are less willing to meet with salespeople and sales cycles are getting longer.

All of these trends existed before the pandemic, which has only exacerbated things. But the surge of remote work during the Covid-19 crisis laid bare that email is an overly formal black box that stifles authentic engagement. Virtual platforms like Zoom are great, but it's hard to schedule meetings, and their infrequent cadence slows sales cycles (or worse, deals fall through the cracks).

## THE STATE OF SALES FOR GLOBAL PROFESSIONALS<sup>1</sup>

**44%**

report decreased responsiveness to traditional outreach

**44%**

report sales cycles are getting longer

**55%**

anticipate a decrease in pipeline

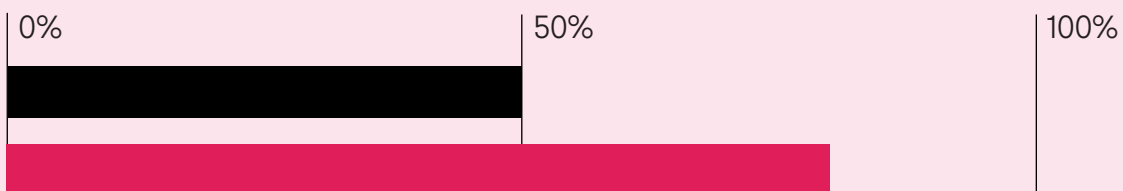
**60%**

anticipate a decrease in hitting their quota

<sup>1</sup>[LinkedIn State of Sales Report 2020](#)

Without an easy way to communicate, customer experience takes a hit, which means money could be left on the table with your existing accounts. And when a new customer *does* make it through your digital doors, they expect top-notch support. With so many options at their fingertips, they can turn on a dime, which can have massive implications for growth.

TODAY'S CUSTOMERS EXPECT PERSONALIZED,  
DIFFERENTIATED AND PROACTIVE SUPPORT <sup>2</sup>



**50%**

would switch to a competitor  
after just one bad experience

**80%**

would switch to a competitor after  
more than one bad experience

<sup>2</sup>[Zendesk Customer Experience Trends Report, 2021](#)

## Lean into the new reality

To overcome these ever-evolving challenges, **sales**, **customer success** and **support** teams across the world are using [Slack Connect](#) to:

- Drive growth
- Attract and retain customers
- Evolve the way they move their business forward

Designed to replace email—or however you work with people outside your company today—Slack Connect makes the work that happens with external organizations faster, more productive and more secure.

Conversations in Slack Connect occur in **direct messages** (DMs) or **channels**, which are dedicated, collaborative spaces for all parties to share digital messages, files and workflows. Members of your team can collaborate with a prospect or customer's team, loop in the right people on an as-needed basis, and build a collective repository of knowledge that anyone can add to and reference. This way, everyone can find answers, get context and make faster decisions without having to chase down people or information.

## Work securely with outside organizations

When we use email, we inadvertently open up our business to security threats. Email scams led to

Bring work out of siloed inboxes and into a channel

Drastically decrease response times

The screenshot displays a Slack channel named **#ext-betacorp**, which is a collaboration between Acme Corp and Beta Corp. The channel header shows the channel name, a search bar, and a notification icon. The sidebar on the left lists various navigation options, including 'All unreads', 'Threads', 'Mentions & reactions', 'Saved items', 'More', 'Announcements', 'Operations', 'Operational', 'Tickets', 'Incidents Active', 'Channels', 'Hidden', 'Direct messages', and 'Apps'. The main content area shows a message history with three messages: a system message about channel creation, a message from Lisa Zhang mentioning a video embed tool issue, and a message from Harry Boone offering support. A Zoom meeting card is also visible, titled 'Acme <> Beta Troubleshooting Sync', with a meeting ID of 184-242-093 and a 'Join' button. The bottom of the interface shows a message input field and a toolbar with various formatting and action icons.

Speed up collaboration with apps

\$12 billion in losses in 2018,<sup>3</sup> and email phishing causes 90% of data breaches every year.<sup>4</sup>

“When you think of what you have to do as a CSO (chief security officer) to make your email environment secure, you have layers and layers of products you’re adding on to address things like spam and phishing on an ongoing basis,” says **Larkin Ryder**, Slack’s director of product security. “If you want a more secure collaboration solution for your organization, the first thing you can do is take them out of email and put everyone into Slack.”

Slack Connect gives users the freedom, flexibility and speed they want, and it still maintains the visibility, con-

“Slack Connect checked all the boxes of what we were looking for: Features, functionality, integration, security and ease of adoption for our team and our clients. The rollout has been seamless.”

**STEVE HENRY**

Senior Vice President of  
Client Services, **ModSquad**

<sup>3</sup>FBI Report: Global BEC Losses Exceeded \$12 Billion in 2018

<sup>4</sup>Security Awareness Training Explosion, 2017



trol and security that enterprises need. As Slack has become trusted across regulated industries, we've continued to meet and exceed some of the most stringent security standards available. With Slack Connect, you can:

- Leverage the enterprise-grade security features and compliance standards of Slack
- Reduce spam and phishing by confidently working with verified organizations
- Maintain visibility and control with data loss prevention (DLP) support, enterprise key management (EKM), audit logs APIs and more
- Granularly manage who can access your data, and customize data retention settings to comply with your internal policies

“Since many of our clients were already using Slack and it passed their security requirements, it was very easy to start using Slack Connect and trust that our data was also protected,” says **Steve Henry**, the senior vice president of client services at ModSquad, a customer experience outsourcer.

## Grow business relationships

With Slack Connect, companies can unlock communication lines to stay close and mobilize clients and partners—whether they're across the room or across the globe, in an office or at home.

Assembled is a software platform built to turbocharge an organization's customer support operations with automated forecasting, scheduling and real-time monitoring. "We see ourselves as an extension of our customers' team," says **Jen Ong Vaughan**, an Assembled business leader. Vaughan and her colleagues work with customers in Slack channels at every stage of the journey, from the first sales discussions to ongoing daily support. "With Slack Connect, we've never had to fly to see a customer or go to their office to close a deal."

Like Assembled, more than 52,000 global organizations are using Slack Connect to transform how they work with prospects, customers and partners. Let's take a closer look at how they're shortening deal cycles, building stronger relationships and increasing customer loyalty, one channel or DM at a time. ■

# Close deals with prospects faster

*Email is sluggish and overly formal. Innovative sales teams are leaving it behind—and establishing rapport in a quicker, more human way.*



**T**he success of a sales team can be measured by the strength of its relationships with prospects and customers. In the past, those relationships were built in person at onsite pitches, lunch outings or a night at the ballgame. These experiences establish trust and speed up decisions, but they're bogged down with slow, convoluted email chains and irregular meetings.

Slack Connect bridges this gap by bringing sales, success and support teams together with prospects and customers in a shared virtual space. By connecting in a Slack channel, these teams can build stronger relationships and shorten deal cycles, just like they would in person, no matter where their teams are working.

“You can tell when there's energy in a relationship—and the deal—and it's hard to get that over email. It used to be in person and over text and phone. Now it's Slack Connect.”

**JAMES DYETT**

Head of Global Product  
Sales and Payments  
Optimization, **Stripe**

## Establish the connection and shorten the cycle

Fundamentally different from connecting with customers in email, Slack provides a single place where people, documents and data come together, empowering sales teams to quickly collaborate, prioritize prospects and close deals.

At Snowflake, a cloud data platform company based in California, **Cedric Dageville** and **Michael Westra** are corporate account executives (AEs) who use Slack to boost sales and strengthen partner relationships. Ever since Westra started communicating with

### THE POWER OF SLACK CONNECT \*

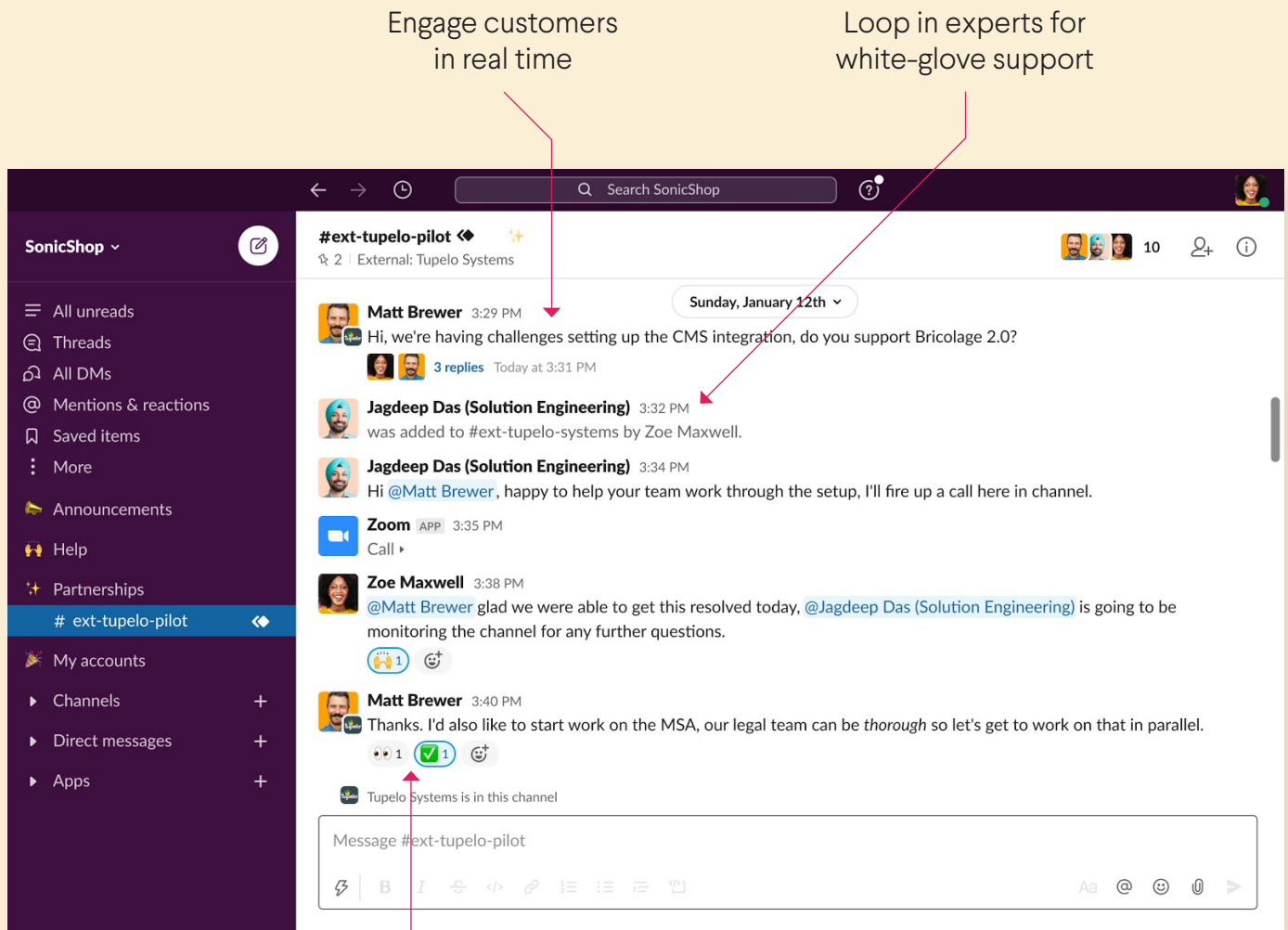
**4x**

faster deal cycles  
for a sales team

**60%**

faster responses  
with customers

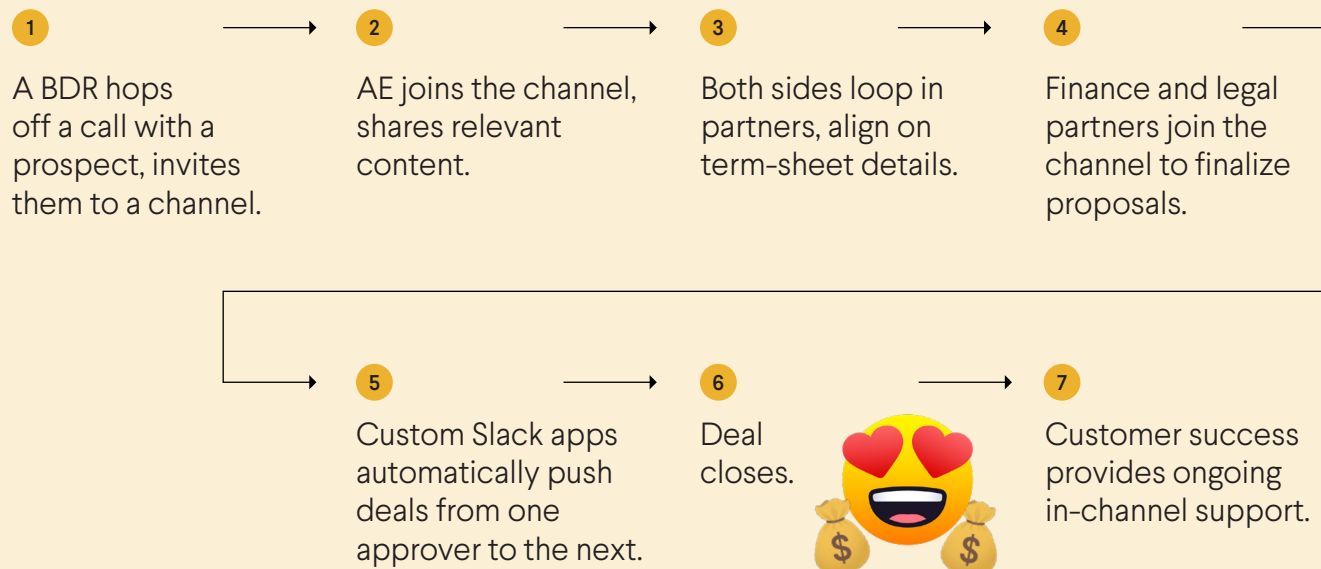
\* Claims and figures are based on specific teams using Slack Connect at their companies. Results may vary at your organization.



prospective leads through Slack Connect, he's increased his deal size threefold, year over year. "Having an external Slack channel with our prospects and customers really helps us stand out and communicate that our customers are our No. 1 priority," Westra says.

After Snowflake's AEs establish contact with a prospect, they immediately set up a Slack channel and invite key players from both sides, using the channel to personalize the customer experience. They can pull in engineers to provide instant responses to questions and loop in key decision-makers when it's time to close deals. "I think every single corporate sales team should be using Slack Connect 100% of the time," Dageville says.

#### THE MAKINGS OF A DEAL IN SLACK CONNECT



When you're digging into opportunities with prospects and customers, you can engage in Slack Connect to:

- Regularly check in on progress or blockers
- Get feedback on a pitch
- Share updates and news to build the business case
- Loop in cross-functional partners as needed
- Add finance and legal partners as the deal progresses to finalize numbers and proposals

Using a Slack channel together with customers can be asynchronous, but it can also happen in real time as needed. In either case, these conversations take place in a singular space rather than disconnected emails and phone calls.

“Historically, the gold standard of a deep relationship in sales was getting the person on text. Now the gold standard is getting them into a Slack channel.”

**JEANNE DEWITT GROSSER**

Head of Americas Revenue and Growth, **Stripe**



## Provide a best-in-class customer experience

By proactively communicating and responding to account issues in real time, sales professionals can build a trusted rapport that's tailored to each customer.

Stripe, which has been revolutionizing payment processes for digital businesses since 2011, was one of the earliest adopters of Slack Connect.

**Jeanne DeWitt Grosser** is Stripe's head of Americas revenue and growth, leading the team that executes the end-to-end customer sales cycle.

To make conversations as valuable as possible (for both sides), DeWitt Grosser's teams align with customers on how they'll use Slack together. Instead of throwing everyone in the same channel, they're deliberate about who is involved and how. To further manage expectations, the team sets parameters on content and response times.

Once a rep signs a new customer, the work of building and maintaining an even more valuable relationship begins. "Sometimes we'll have multiple Slack chan-

nels per customer to align different teams,” DeWitt Grosser says. “We use Slack for everything from reviewing weekly metrics to working through integration challenges as customers continue to scale.”

This streamlined communication gives Stripe constant visibility into customers’ needs, empowering the company to proactively anticipate them. “We’re very excited to craft this Stripe sales way, and create a dynamic, bespoke environment for customers,” DeWitt Grosser says. “Slack Connect enables that.”

## Quickly engage and respond

When a customer has a problem with their account or feedback on the product, they can easily find help in their Slack channel. Your rep can discuss specifics, ask follow-up questions and pull in product experts to provide detailed answers, all without the delayed back-and-forth of email.

Sales and product teams can also use this same channel to collect unfiltered input quickly during pre-re-

lease planning, empowering your customers to shape the future of your product.

**Kevin Pura** is the area vice president of global sales engineering at data analysis platform Splunk. Part of his growing team's job is to provide proof-of-concepts to customers, which are developed dozens at a time, often with a large group of executives, engineers, product marketers and other stakeholders. That adds up to a lot of exchanges between sales folks and potential customers. "People were slow to respond to email, if at all, and were impossible to get on the phone," Pura says. "So we decided to set up channels to securely connect with our prospective customers through Slack Connect."

Because most Splunk customers al-

“Slack Connect gives our customers a single place to interact with our cross-functional team. Ultimately, they choose Splunk because we're able to deliver value much faster than our competition.”

**KEVIN PURA**

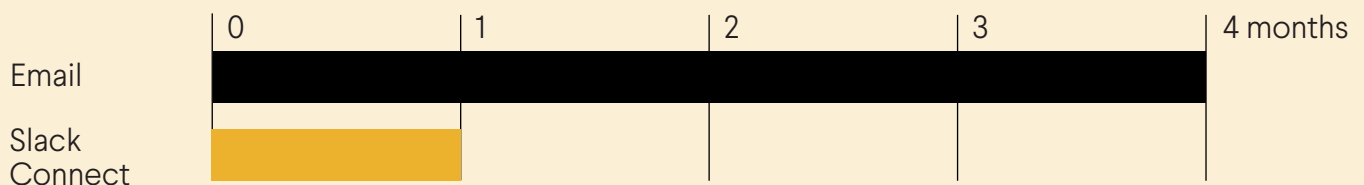
Area Vice President, Global Sales Engineering, **Splunk**

ready use Slack, the transition was seamless. According to Pura, having Slack helps Splunk win sales deals thanks to the level of responsiveness and attention Splunk provides each customer within channels.

## Stay open to future opportunities

Once established, Slack Connect channels provide an open line of communication between reps and account managers and their customers. According to **Nivedita Mehra**, the vice president of sales operations at Limelight Networks, a content delivery

TIME TO CLOSE A DEAL AT LIMELIGHT NETWORKS



# Slack Connect: 4x faster

network service, Slack feels less formal than email, which encourages mutual engagement.

Mehra explains that conversations about everything from service level agreements to casual conversations are well-suited for Slack. Previously coordinated through emails and phone calls, these exchanges prolonged sales cycles. After the team began using Slack with prospects, one sales representative was able to close a deal in one month instead of four. And even if a deal falls through, team members are able to use Slack to keep chatting with old prospects and iterate on their working relationships.

“As long as you build on that prospective customer relationship and keep it strong, there’s always an opportunity for you to win that business down the road, which is why I think sharing a Slack channel with my prospects is helpful,” says **Rio Pesino**, a business development executive at Limelight. “Whether you win the deal or you lose the deal, you still keep that line of communication open in the event that you can end up working together in the future.” ■

# Strengthen relationships to increase loyalty

*Once the deal's closed, keep customers happy with personalized, proactive support*



**T**oday, businesses know that when you grow customer loyalty, you grow your business. They're also learning that a high-performing customer support team is a distinct advantage. In fact, it's the key to boosting customer retention rates and staying competitive in an experience-driven economy. Increasing retention rates by just 5% can increase profits by 25%—at a minimum.<sup>5</sup>

With Slack Connect, your support and success teams can build and monetize closer customer relationships by connecting directly with customers to offer white-glove support in a secure, dedicated channel. This creates a shared environment not just for communication, but for all the rich data, decisions and documents that build as your relationship grows.

While no two customers are identical, the Slack channels they share with your customer success teams can streamline key information, including:

- Pertinent product updates and usage milestones

<sup>5</sup>"Prescription for cutting costs," Baine & Company

- Urgent customer support needs
- Customer feedback
- Best practices

## Make a smooth transition from sales to success

By the time the customer success managers (CSMs) have taken over day-to-day responsibility from the sales team, newly signed customers will already be familiar with working in Slack Connect, and may not even notice a handoff has occurred. That's because adding the CSM to the channel smoothly and quietly replaces many aspects of the traditional turn-over process. All details of the sale—use cases, questions, answers, opinions—are right there.

Qumulo, a cloud-native file data platform with innovative customer ser-

### THE SLACK CONNECT EFFECT \*

**60%**

decrease in turnaround time for customer responses

**50%**

fewer customer meetings for an account manager

**3x**

faster ticket resolution

**30%**

reduction in workload for an enterprise support team

**64%**

decrease in backlog of support tickets

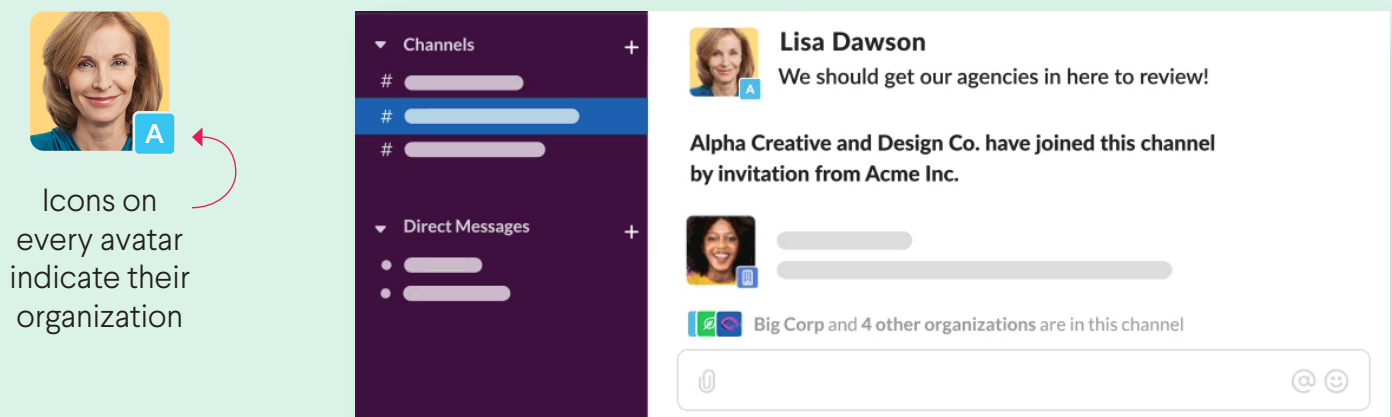
\* Claims and figures are based on specific teams using Slack Connect at their companies. Results may vary at your organization.



vice, has held an NPS score over 80 for seven quarters in a row (50 or higher is considered excellent). By directly connecting customers to support engineers in a Slack channel, Qumulo can quickly get to the heart of any issue. “One of our key competitive differentiators is the ease in which we can ‘stack the experts,’” says **Chris Lisica**, the director of customer success. “We know what Qumulo users need, but we require the flexibility to deliver the right problem-solvers to customers the moment they reach out to us.”

### CHANNELS: WHERE YOU ALWAYS KNOW YOUR AUDIENCE

To avoid any accidental miscommunications, Slack channel member avatars and handy notifications remind you who you’re speaking to before you hit send.



The process starts with a message to a CSM via the customer's private Slack channel. The CSM triages the issue and adds relevant customer support experts to the thread, allowing the two parties to talk directly about the problem—and solve it faster. “Without Slack, we wouldn't be able to build such strong and trusted relationships with our customers,” says **Mandy Evans**, a Qumulo CSM.

Other departments also have access to the channel, giving them visibility as needed. The customer success team can observe how Qumulo is operating in the customer's production environment, the product development teams can gather feedback about new features, and account teams can stay informed on customer workflows.

“Our customers love Slack. Every quarter when we do our NPS survey, they tell us, ‘Slack support is the best thing ever. Please don't get rid of it.’”

**CHRIS LISICA**

Director of Customer Success, Qumulo

## Work smarter with proactive outreach and custom workflows

Fastly, an edge cloud platform, is responsible for ensuring that its customers' online applications, data and content are readily accessible 24/7. As part of its premium support package, Fastly offers enterprise customers a dedicated Slack channel that enables the company to solve problems faster—sometimes before they even begin. “We hear back from our customers that we’re like an extension of their team, and part of that feeling definitely comes from the fact that we use Slack,” says **Kami Richey**, Fastly’s director of customer experience.

After a customer support event, Fastly reviews the process, protocol and customer feedback to identify any areas of improvement. An NPS Slack channel keeps track of customer satisfaction and sends updates directly to executives. **Kim Ogletree**, Fastly’s senior vice president of client services, personally reaches out to customers who need extra support and will then assign action items to the right department in the NPS channel. Product feedback goes to the prod-

uct team, service issues to the customer service manager, and so on.

It's hard to provide support this quickly, much less proactively, when busywork gets in the way. To that end, European delivery platform Stuart built a **custom Slack bot** named Toby to help track delivery statuses. Working in Slack Connect with 20 clients, Toby streamlines a process that would previously create distractions and trigger mistakes. To be updated on the status of an order being delivered by one of Stuart's couriers, a delivery partner can simply enter `#eta` into their shared Slack workspace. Toby will reply with an estimated time of arrival within seconds.

Having the bot lend a hand lets the client support team spend less time triaging messages and more time

“We've got a very proactive model and try to get ahead of challenges. Offering Slack Connect as one of our communication channels makes a difference, and we hear that from customers all the time.”

**KIM OGLETREE**

SVP of Client Services, Fastly

helping customers. “With the support team transitioning to Slack Connect with our enterprise customers, we saw a 30% reduction in workload,” says **Andrew Baylis**, Stuart’s head of live operations and support.

To further manage customer requests and expectations, there’s [Workflow Builder](#), a no-code tool for automating routine tasks in Slack. CSMs and support agents use it to orient customers and set response expectations with welcome messages, collect customer requests via standardized forms and more. (We’ll cover Workflow Builder in more detail in chapter 4.)

## When customers are an extension of your team

Relationships and revenue flourish when you work with customers as if they’re part of your company. In fact, 75% of customers are willing to spend more to buy from companies that provide a good customer experience.<sup>2</sup>

<sup>2</sup>[Zendesk Customer Experience Trends Report](#), 2021

Take Smartcare, an audiology platform and billing service that offers a more efficient way to serve independent practices and their patients. To differentiate themselves as a premium service, the founders knew that they had to move away from email into something that could provide next-level support. Today they use Slack Connect to onboard customers, provide technical support, streamline insurance billing and build strong relationships.

“When our customers are communicating to us through Slack Connect, they see us as real, genuine people, and it has a totally different feel than email,” says **Travis Topham**, co-founder and head of product for Smartcare. “We want our customers to feel like we’re on their team.”

Smartcare customer **Robert Gardner**, an audiologist and the owner of The Hearing Clinic in Colorado, affirms that using Slack Connect accomplishes exactly that. “I’m dealing with people, not an email,” Gardner says. “Using Slack Connect makes Smartcare feel like an extension of our staff.” ■

# Scale customer outreach

*Some tips and tricks to ensure that you make a strong, lasting impact with customers*



**F**rom product and admin updates to best practices and thought-leadership content, there's always something to share with customers. To drive adoption, it's important to scale information across key accounts. But managing that load often falls on the CSM, taking them away from more strategic, personalized conversations with customers.

Enter **Success Bot**, a custom Slack app that lets our CS team here at Slack share updates with hundreds of customers at once and track the engagement of these messages. Product managers, marketers and others can suggest messages or content ideas for the CS team to share with customers by filling out a form created in Workflow Builder. For instance, a product marketer might submit release notes, or a fellow CSM might want to promote an upcoming webinar.

Submissions are then collected in a dedicated channel and reviewed by a core project team that develops a content calendar for the quarter. If there's a lot to communicate, they group messag-



es into a newsletter-like bundle featuring multiple product updates and tips.

At Slack, we use [Block Kit](#) (Slack's app UI framework) to build the message, preview it in a staging channel, then send it to specific customer segments with a handy Salesforce integration. For example, when organizations first went remote because of the pan-



**Slack Success Bot** APP 9:41 AM

### August News 🚀

Admins, this one's for you.

👁️ **ICYMI.** We've been working hard to provide you with the administrative tools you need to manage your Slack environment at scale and with ease. From message activity to improved channel management, read the latest [here](#).

🔒 **Security at Slack.** Hear from Slack's Chief Security Officer how we are continuing to invest in our enterprise-grade security during our upcoming webinar on August 19th. We'll cover an in-depth look at our security posture, compliance certifications, recent releases and what's coming next. *Be sure to register even if you can't make it and we'll send you the recording afterwards.*

🎓 **Get Admin Certified.** Apply today for our new Slack Certified Admin program, an online course designed to take your skills and your organization to the next level. The program is best suited for those with at least 6-months of real-world experience as a Slack administrator.

[View all updates](#)

[Security webinar](#)

[Admin Certification](#)

Success Bot is a custom Slack app that we use to share important updates with hundreds of customers at once.

demic, we were able to send ideas for distance learning to our education customers.

Our CS teammates also take advantage of threads and [@mentions](#) to highlight specific updates to customers. For example, when Success Bot posts product announcements to a customer's channel in Slack Connect, a CSM might tag the contact who asked for the feature in the past. When we announced our customer conference, Frontiers, Success Bot communicated that registrations were open and our CSMs highlighted sessions that might be of interest to their customers. In a way, you could say the bot does all the tactical heavy lifting by acting as the unified voice of CS, while teammates add a more personalized touch to the customer relationship. All that, and it saves our CSMs 200 hours *a month*.

## Streamline tasks and collect feedback

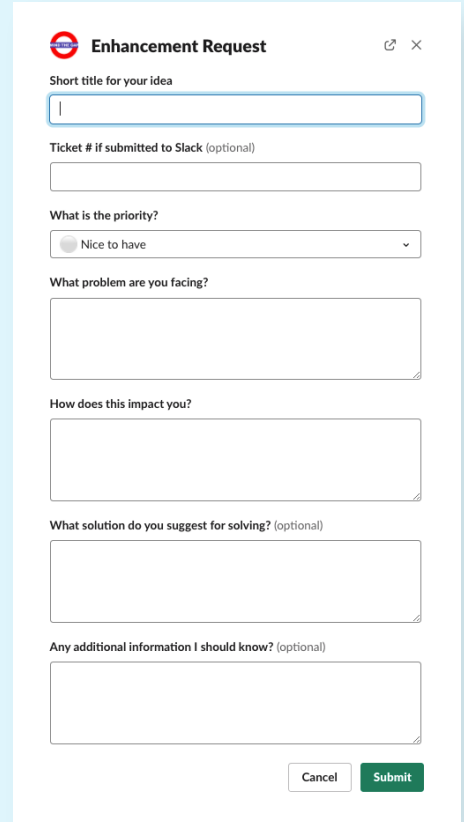
Many of the improvements we make to Slack come from customer feedback, and we use Workflow Builder to gather this valuable input from customers right

in Slack Connect. Through a [shortcut](#) found inside the channel they share with Slack CSMs, customers can submit descriptions of their biggest pain points through a standardized form. Our sales team takes that intel back to our engineering team, which in turn uses it to inform future roadmaps.

We also use Workflow Builder to capture customer use cases, which detail how Slack made a process more efficient or is having another positive effect on their business. Once submitted, these are shared inside Slack's sales organization.

## Free up your team to focus on the work that matters

To encourage a collaborative environment, channels shared with external organizations support apps, even

A screenshot of a web form titled "Enhancement Request" with a red circular icon containing a white minus sign. The form is set against a light blue background. It includes several input fields: a "Short title for your idea" text box, an optional "Ticket # if submitted to Slack" text box, a "What is the priority?" dropdown menu with "Nice to have" selected, a "What problem are you facing?" text area, a "How does this impact you?" text area, an optional "What solution do you suggest for solving?" text area, and an optional "Any additional information I should know?" text area. At the bottom right, there are "Cancel" and "Submit" buttons.

A form built with Workflow Builder to collect product feedback. Each request is automatically routed to just the right channel, where it can be addressed immediately.

## EVERYTHING IN ONE PLACE

Connecting your tools with Slack takes information out of siloed tabs and into a channel where everyone can stay aligned.



### Join a Zoom meeting

Jump on a call or run weekly check-ins by using the [/zoom](#) slash command. After the meeting, send a transcript to the channel and track follow-ups for both sides.



### Grant access to Google Drive files

Add context to a conversation by quickly sharing **Google Drive** files in a channel or DM. Rather than emailing to request permission to a file, grant instant access in Slack.



### Send emails to a channel

With the [Email app](#), you can avoid constant context switching and pipe important emails (like weekly reports or relevant email chains) directly into a channel, where everyone working on the project can seamlessly get up to speed.



### Find a meeting time that works for everyone

Instead of coordinating meetings through emails, find a time that works for everyone with the [Doodle Bot](#) app. Suggest times and both sides can vote for the ones that work best.

And this is just a sample of the [many integrations](#) you and your team can use to simplify workflows and free up time to focus on the work that really matters.

if the other side doesn't have the app installed. For example, if your customer relies on [the Outlook app for Slack](#) to import emails into a channel, and your employees tend to use [Google Drive](#) to share their content, neither side needs to change its workflow, and all those documents end up in the same channel.

New apps speed up workflows even further. Take meetings, for example. Scheduling them externally is time-consuming because of a lack of visibility across tools and organizations. With Slack Connect and our recently updated [Outlook](#) and [Google Calendar](#) integrations, Slack can scan everyone's calendars—across different calendaring apps and organizations—and suggest available meeting slots.

## A little Slack etiquette goes a long way

As the content and membership of your channels grow, scalability becomes increasingly important.

**Lauren Mitchell**, a Slack CSM, employs a few baseline tactics to help anyone the customer adds get the right context. “Anytime someone joins a channel, they

automatically receive a message we created through Workflow Builder,” she says. “It gives them a rundown on active projects, what we’re doing with this team and resources that might be relevant.”

Mitchell also sets the channel topic with the names of the subject matter experts and Slack representatives present, so it’s clear who to consult at any given time. ■

## 5 TIPS TO SET CUSTOMERS UP FOR SUCCESS IN SLACK CONNECT



Use alerts that notify everyone in the channel, such as **@channel** and **@here**, sparingly, such as when an incident requires urgent attention.



Similarly, use a check mark to show others that a request has been addressed.



The best way to get a hold of someone is with an **@mention**. Try to commit to a 24-hour-or-less response time.



Lean on message threads to keep conversations organized and the channel clear and easy to follow.



Place an eyes [emoji on a message](#) to signify that you saw a customer’s request and are working on a response.

# Unlock success across your entire organization

*Extend this way of working to your company's  
agencies, partners, vendors and more*



**B**eyond customer-specific engagement, Slack Connect has the power to help talented teams across industries exchange ideas and innovate together. From connecting our leadership team with industry peers, to tightening the feedback loop between our product teams and customers, every team at Slack works with outside organizations in channels.

In early 2020, a group of tech leaders in the Bay Area, including our co-founder and CEO, **Stewart Butterfield**, started an email chain about how their companies were responding to the developing Covid-19 pandemic. In April, we invited 14 of those companies—our neighbors in San Francisco’s South of Market district—to bring those conversations out of email and into a dedicated Slack channel.

The relationships formed in this channel endure today, and it’s transitioned to a place where company peers discuss best practices. For example, CIOs are now using the channel to trade tips on different software their peers have evaluated.



Although we all dread the prospect of another emergency, it's easy to imagine how you could replicate this kind of industrywide knowledge sharing. For instance, you could quickly connect with every company in your building or those near your headquarters and use a channel to share news, answer questions and offer advice—or, better yet, support during uncertain times.

## **Pull in diverse opinions to build a better product**

As we've illustrated throughout this guide, Slack Connect has changed how we gather feedback from our customers, including the recent redesign of our desktop application. Throughout the product's beta period, Slack product managers and marketers shared a dedicated Slack channel with champions from each invited company, who offered their feedback on the new interface before we released it more broadly. In addition to being able to pull in engineers to chat directly with customers in message threads, customers could see the feedback of others, often sharing ideas to mitigate issues.

This resulted in well-organized, rich and informed feedback. Contrast this with working in email, where you might have eight similar responses, and the resulting conversations with each company are siloed in lengthy email chains.

## Bring cross-company marketing campaigns to life

While the lure of running a marketing campaign with other companies to reach new markets is tempting, it's usually tinged with the dread of planning and process, an often tedious and time-consuming ordeal.



**Sean** 8:41 AM

🟢 I'm a fan of the new top bar search bar, it communicates far more effectively that search transcends whatever channel or chat you're in



**Freya** 2:39 PM

🔴 I disagree with the folks above. I don't like the top bar. I don't see any need for it at all and it just takes up more space.

To inform the redesign of Slack, we asked customers for their feedback in a shared channel. The effort included around 100 users representing dozens of organizations around the world.

Imagine all the lengthy email chains with creative assets siloed in an individual's email inbox, and if you weren't cc'd on it, you'd miss out.

At Slack, we regularly work with our partners on initiatives like webinars, events and e-books in channels. Collaborating in this way has strengthened our partner relationships and helped us scale our co-marketing efforts.

Situations like this are where Slack Connect shines. You can bring every partner company, outside agency, artist or freelancer together in a single channel to work together. Anytime someone is added to the project, they can scroll up to review plans, requirements and any active deadlines, along with the previous context and discussions around them.

## **More ideas to get your team started**

There are many more opportunities where sharing a Slack channel with multiple organizations comes in handy. Here are a few:

**Event planning:** From working with speakers on their content to handling attendee registration and tech support, collaborating is much easier when everyone can work together in the same channel.

**Connect with subsidiary companies:** For larger enterprises—especially those with companies acquired along the way that continue to operate independently—you can connect with all your subsidiaries in a single channel. For example, a media company uses Slack to share knowledge with people in similar roles within their wider organization.

**Mergers and acquisitions:** M&A deals are another area where multiple organizations, along with their legal and finance teams, have to work together to reach an often complex consensus. A single channel is ideal for all interested parties to work together without having to follow multiple complicated email threads.

The list of ways organizations are using Slack Connect to work smarter is long, inspiring and evolving every

day. Along with driving growth, closing better deals faster and attracting satisfied customers who stick around, there are endless connections, innovations and groundbreaking ideas just waiting to be acted on. All it takes is an invitation. 🌈

# Drive growth and customer loyalty with Slack Connect

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If you'd like to learn more about how you and your team can get started with Slack Connect, we're here to help. [Get in touch.](#)

