4 ways Slack powers innovation and operational excellence in tech
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Introduction

In the tech world, companies are always looking for ways to innovate faster. Many companies are racing to develop the next big product before their competitors. At the heart of this lively innovation is collaboration.

Collaboration is essential for more efficient work, happier team members and better customer service. Slack facilitates collaboration with internal and external teams, allowing them to boost productivity and lower costs.

In this guide, you’ll learn four ways that Slack is the productivity platform that can help tech organizations thrive.
Improve collaboration with internal teams

Slack’s channel-based communication allows teams to work together at any time, from anywhere.

Slack channels reduce the delays that come from scheduling meetings or sifting through emails. In fact, using Slack reduces the number of emails and meetings by 32% and 23%, respectively.

Using dedicated sprint channels, teams can ship code and launch products faster. Marketing, sales and product departments can collaborate on go-to-market strategies in real time.

Autodesk, a design, engineering and construction software company, uses Slack to promote cross-organization visibility into projects and decision-making. Maintaining a flexible engineering culture in which engineers can share and reuse common code while focusing on features that distinguish the products helps foster more productivity at Autodesk.

“With so many people in Slack, they are led in the right direction in a timely fashion. It’s the difference between days and minutes. There’s enough critical mass that when people say, ‘How do I fix this?’ we have a nearly real-time response now.”

Guy Martin
Director, Open Source, Autodesk
Streamline processes through automation

Tech companies using Slack see a 30% increase in time saved due to process automation.

Workflow Builder is a no-code tool in Slack that empowers teams to spend less time on routine tasks. With Workflow Builder, team members can create their own custom workflows that automate manual tasks. Tech businesses can also automate institutional processes like deal approvals, onboarding and updates. Onboarding workflows help greet new team members with welcome messages and instructions on getting started.

Workflow Builder also provides a seamless way to report outages and collect team requests.

Global technology company IBM uses Slack’s workflows and automation to notify employees about code reviews and sales updates, allowing them to maintain momentum on their projects and boost productivity.

“We use Slack every day at IBM. The fact that I can connect my Salesforce opportunities inside Slack and see exactly what’s going on from one single source of truth is invaluable.”

Jennifer Booth
Global Partner, Sales Transformation, IBM
Communicate better with customers

Slack Connect lets your team communicate with customers and external partners directly in secure channels.

This direct communication empowers you to solve customer problems faster and improve customer loyalty and retention. Channel member avatars and audience-based notifications within Slack Connect make it easy to identify who you’re speaking with so you can provide the best customer service.

Businesses that use Slack see an average of 9.2% increase in their Net Promoter Score (NPS), a score that measures customer satisfaction. Intuit, a global technology company specializing in financial software, saw a 12% increase in NPS after the first six months of using Slack.

Intuit uses designated channels to create and enable collaboration that was missing before, eliminating silos and connecting people to resolve incidents efficiently.
Increase the value of your tech stack

You’re already investing a great deal in the tech platforms and apps that help run your business. Get the most out of your investment by bringing these tools directly into Slack.

Slack has over 2,600 industry-leading software and custom apps that allow your team to work on everything from product development to customer support, right inside Slack.

Rideshare company Lyft uses Slack integrations to streamline its processes. The Slack + Salesforce integration enables Lyft’s sales reps to spend more time prospecting, sourcing more business and closing deals faster. While the Zendesk integration makes the escalation of urgent issues almost immediate for cases that would otherwise take 12 to 24 hours.

“Slack is business done right. When you have collaboration happening in one spot, leadership doesn’t need to be copied on an email. You can hop into a Slack channel, cruise along with the project and jump in where needed.”

Benjamin Sternsmith, Area VP of Sales, Lyft
Innovate faster with Slack

Slack breaks down organizational silos and brings your team together so you can find solutions and innovate faster. With Slack automating routine work, your team will be free from admin burnout and be able to focus on tasks that bring business value.

Ready to get started with Slack? Contact our sales team today.
About Slack

Slack is on a mission to make people’s working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit slack.com or connect with us @SlackHQ.

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