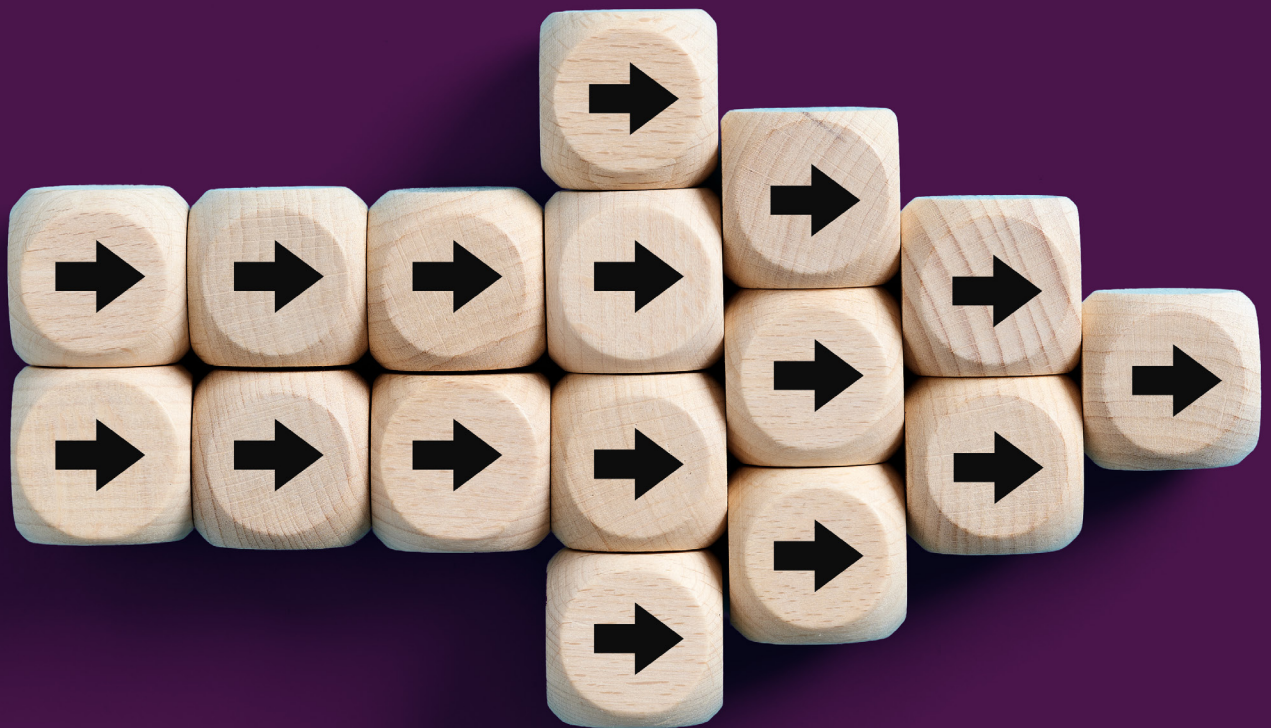


# Power contact center productivity in the new world of retail

Slack, Salesforce Service Cloud and NeuraFlash  
help you modernize your contact center



# Table of contents

|   |           |
|---|-----------|
| <b>The new age of retail</b>  | <b>3</b>  |
| <b>Meet your new contact center productivity layer</b>                              | <b>4</b>  |
| <b>Boost customer satisfaction—from shopping to shipping</b>                        | <b>5</b>  |
| <b>Maintain a pool of skilled retail professionals and enhance agent efficiency</b> | <b>6</b>  |
| <b>Streamline contact center operations to deepen brand loyalty</b>                 | <b>7</b>  |
| <b>Roll out Slack and Salesforce Service Cloud with NeuraFlash</b>                  | <b>8</b>  |
| <b>Deploy custom solutions to fit your transformation journey</b>                   | <b>9</b>  |
| <b>The key to success in an evolving retail landscape</b>                           | <b>10</b> |

# The new age of retail

As a retailer, you know that stellar customer experiences are crucial. But most brands are grappling with razor-thin margins in an industry that looks very different than it did just a few years ago. Those that have thrived have embraced advanced technology to enable personalized customer experiences from the store to the door and beyond. As the industry continues to evolve, so does the technology toolset available to you.

Retailers are directing their investments toward enhancing customer experiences—using digital and automated workflows to bolster their contact centers and foster loyalty.

In-office, hybrid and remote contact centers that are embracing new collaboration solutions have excelled at service and are delighting customers faster. Instead of a patchwork of solutions to move customer cases forward, modern contact centers streamline communication, boost productivity and make onboarding easier for new agents.



## In the past

### Contact centers operated in-person or with digitally siloed systems.

Direct supervision or urgent instant messages alert supervisors to an agent's needs

Supervisors stop by the agent's station to work through issues, provide tips and educate on how to solve issues in the future

Supervisors can see which agents are working, helping others or sitting idle

Agents shadow one another, watch training videos and slowly get up to speed to prepare for peak volumes

Agents can walk to or message supervisor for approvals, which require a quick conversation in the moment

## Now

### With Slack, Salesforce Service Cloud and NeuraFlash, contact centers run a unified technology stack that streamlines communication.

AI-driven notifications automatically detect when an agent is struggling and notify a supervisor that help is needed

Case swarming lets supervisors and SMEs actively help resolve an issue in real time, and conversation history provides insight to others

Supervisors can see who is looking at a case, working on a case, and who contributed to a resolved case

Chatbots answer questions and assist agents, while conversation history captures common questions and issues

Agents request approval, triggering a workflow that the supervisor can respond to directly

# Meet your new contact center productivity layer

With one integrated platform, retail contact centers gain a central place for collaboration, plus automation that helps accelerate case resolution. **NeuraFlash** can help you integrate **Slack** and **Salesforce Service Cloud** to enable real-time collaboration and boost productivity among agents and supervisors.

As a leading **consulting partner of Salesforce**, NeuraFlash deploys standard connectors or complex custom workflows to connect Service Cloud directly into Slack and Slack directly into Service Cloud. The result is all your important information is delivered in a timely manner—right where your agents and supervisors already work.

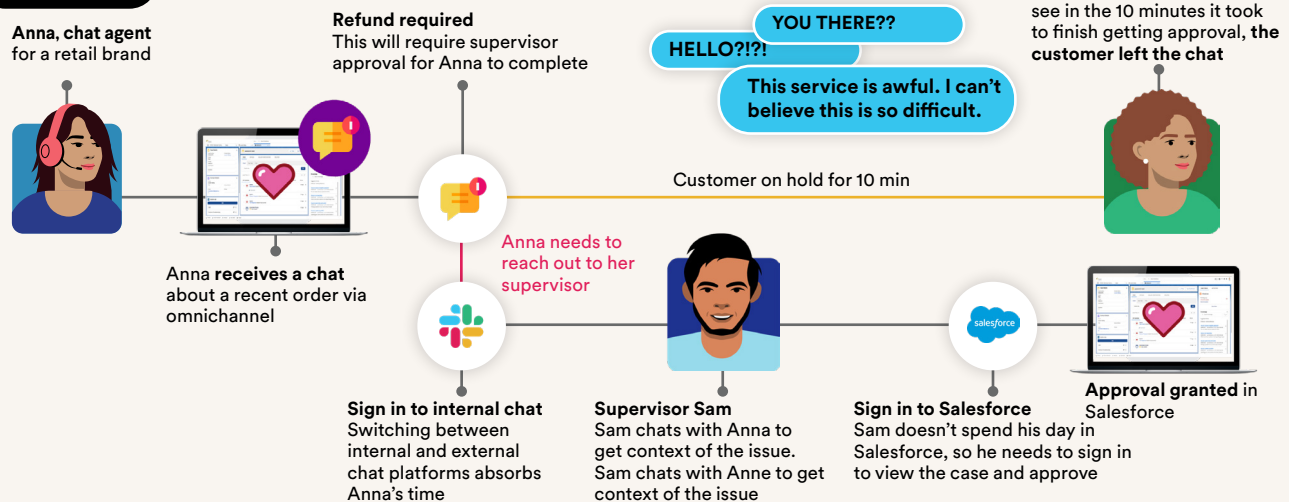
Increased efficiency

28%

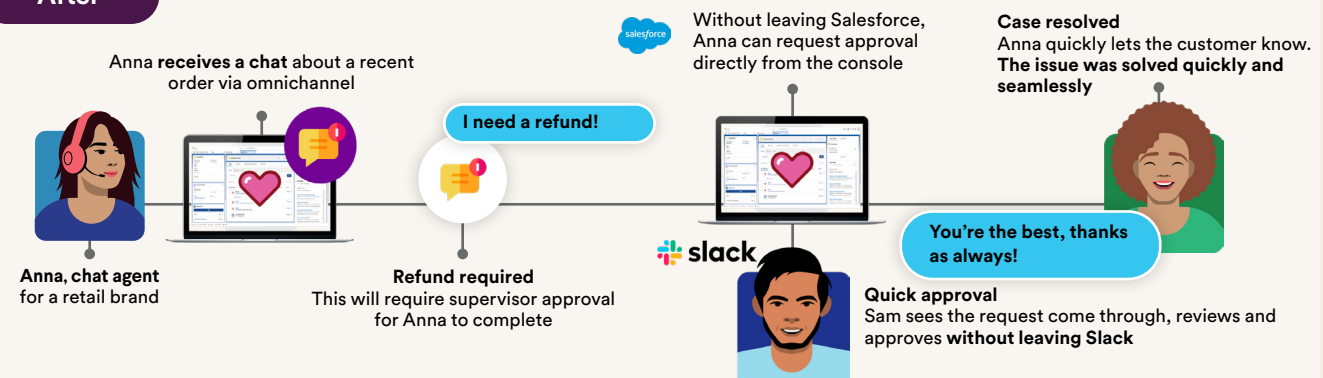
faster resolution time<sup>1</sup>

## Slack + Salesforce Service Cloud reduce handle times

### Before



### After



<sup>1</sup> "Customer Success Metrics - Slack - FY23" July 2022

# Boost customer satisfaction— from shopping to shipping

Maybe your customers are calling to ask about shipping, or they're following up on a recent order. Whatever your customers need, keep them happy with a platform that enables your agents to help resolve issues faster.

**Slack integrated with Salesforce Service Cloud** empowers agents to handle all tiers of requests. Within Slack, agents get a 360-degree view of the customer as well as immediate access to their knowledge management platforms to surface answers fast. Agents can share the voice of the customer in real time via **channels**, providing teams with much-needed feedback. And for complex issues, agents can source subject matter experts with **Expert Finder** to swarm cases and document key steps in-channel.

- **Reduce escalations:** Customers expect their issues to be resolved by the first person they talk to. Channels serve as a centralized place to bring experts together to swarm cases and archive knowledge.
- **Alert supervisors:** Notify supervisors of difficult interactions so they can proactively turn around a potentially negative customer experience.
- **Dedicated support:** Use **Slack Connect** to provide best-in-class support to customers and partners outside your organization
- **Automated ticketing and alerts:** Spend less time creating tickets and more time providing customer service to your clients. Having Slack integrated with Salesforce Service Cloud provides secure, out-of-the-box ticketing tool integrations and a simplified installation to view, create and act between Slack and Service Cloud. Automated alerts deliver instant visibility to high-priority cases, with all the data agents need to take immediate action.

Happier  
customers

11%

Increase in customer  
satisfaction scores<sup>1</sup>

<sup>1</sup> The Total Economic Impact of Slack  
for Service Teams

# Maintain a pool of skilled retail professionals and enhance agent efficiency

Retaining talent is critical to any retail operation—especially in an economic climate where organizations are aiming to do more with less. With Slack and Salesforce Service Cloud you can build a collaborative and supportive team culture that boosts productivity and grows employee satisfaction. Through [Slack channels](#), agents can share wins, updates and shoutouts. Supervisors can also track employee strengths and manage promotion opportunities using integrations with performance tools.

Increased  
productivity

24%

faster to reach full  
employee productivity<sup>1</sup>

<sup>1</sup> "The Business Value of Slack," a commissioned study conducted by IDC on behalf of Slack, 2017

- **Skill development:** Agents can learn from one another and handle issues independently. By integrating Slack and Salesforce Service Cloud, supervisors can map employees to certain learning paths to streamline performance management and nurture growth.
- **Improved coverage:** Staff can request vacation and sick time through Slack, and supervisors can quickly find replacements for unexpected absences.
- **Supported representatives:** Supervisors can know which interactions need support and proactively assist their agents. Channels help your team navigate complex handoffs by allowing them to easily search for answers in Slack. Channels can also be leveraged for community building and to support diversity, equity and inclusion efforts.
- **Better retention:** Channels dedicated to onboarding plus automated learning paths help new employees manage the learning curve. Integrations with learning management systems keep onboarding activities all on one platform, while [Slack canvas](#) allows retailers to curate, organize and share relevant resources with new hires.



# Streamline contact center operations to deepen brand loyalty

A poor contact center experience can be devastating to brand loyalty. That's why streamlined operations are key. The combination of Slack and Salesforce Service Cloud makes problem-solving easier for agents, resulting in a better customer experience and more efficient contact center. Accelerate case management and simplify time-consuming activities for supervisors.

Improved agility  
**17%**

average reduction in escalations<sup>1</sup>

- **Faster problem-solving:** Easy collaboration with experts allows agents to close complex cases faster. **Slack Workflow Builder** allows your team to automate routine tasks, such as processing returns and generating SKUs for new products.
- **Single point of contact:** Reduce handle times by eliminating multiple handoffs between agents.
- **AI-driven search:** Quickly find relevant messages and files from across your organization.
- **Shared information:** Quickly and securely share case and customer information to accelerate resolutions and draw insights.



<sup>1</sup> "The Total Economic Impact™ of Slack for Service Teams" a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021.

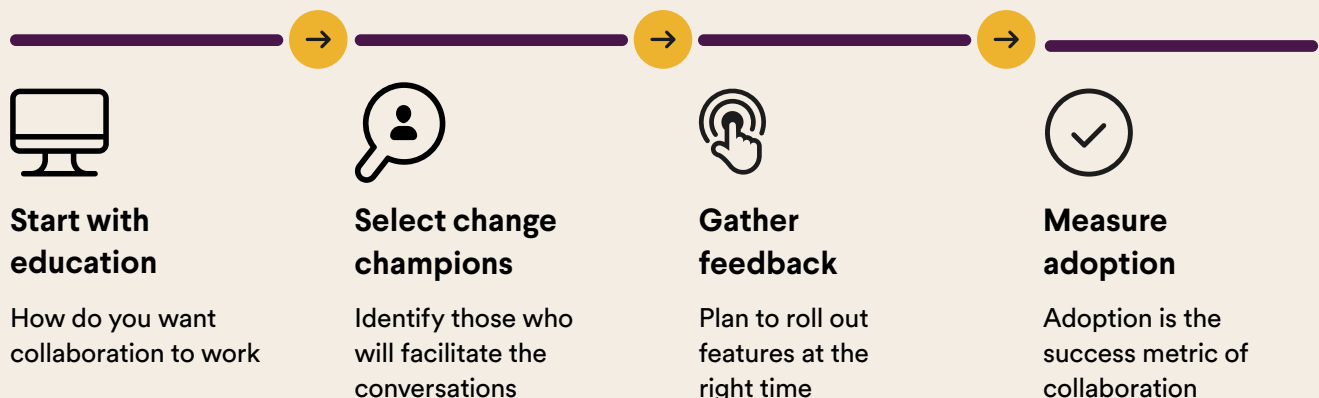
# Roll out Slack and Salesforce Service Cloud with NeuraFlash

**NeuraFlash** knows Slack and Salesforce. Its mission is to prioritize the human experience in every interaction, enabling businesses to resolve customer issues with speed, accuracy and profitability.

With founders who have extensive experience in contact centers, NeuraFlash has devised a customized approach for retailers to seamlessly integrate Slack into Salesforce Service Cloud. When deploying Slack, it is not simply a matter of implementing a software solution, but rather launching an end-to-end productivity platform, which requires a different approach.

**15%**  
**reduction in cost  
per ticket<sup>1</sup>**

For retailers, NeuraFlash can unify CRM functions on Salesforce Service Cloud—across dozens of brands—then integrate it into Slack for maximum productivity. The combination allows contact center agents to engage with customers online, provide the relevant knowledge at the right time, increase case deflection, and focus on more complex issues.



<sup>1</sup> "The Total Economic Impact™ of Slack for Service Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021.



# Deploy custom solutions to fit your transformation journey

No matter where you're at in your journey, NeuraFlash can help you select, implement and customize the contact center solution you need. [NeuraFlash](#) offers the following solutions.

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## Slack Call Coach

Difficult calls where the agent is not able to address the customer's issue leave both sides feeling unsupported. With Slack Call Coach, you can identify calls using sentiment analysis, flag the conversations that aren't going well, and then automatically contact supervisors in Slack to assist with the call.

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## Collaboration Organizer

When multiple customer service agents respond to the same ticket, it can be confusing for the customer and inefficient for operations. Collaboration Organizer enables active engagement tracking so you can see who's looking at and changing records in real time. Not only does this help limit agent collisions, it also shows who contributed to a case and helped resolve an issue.

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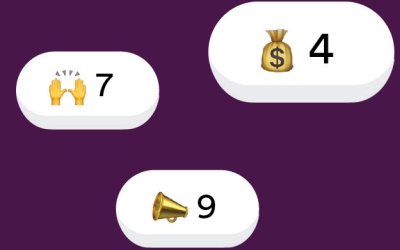
## Conversational Approvals

Supervisor approval is a crucial step for many contact center workflows. Meet agents and supervisors where they work by allowing them to coordinate approvals directly from Slack. Agents can reach out to their approvers in Slack using the Salesforce Service Cloud integration. Supervisors are notified in Slack when an approval is required and they can post messages to the agent.

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## NeuraFlash Watch Tower

Problems within the contact center take time to be identified, and then communicated to the people who will drive resolution. Watch Tower allows you to automatically notify those people, right as issues develop. By setting thresholds for expected behavior, you can create automated workflows that kick-start communication when those thresholds are broken.



# The key to success in an evolving retail landscape

**Are you prepared to enhance customer loyalty and increase employee productivity? Revolutionize your retail operations and contact center with Slack, Service Cloud and NeuraFlash.**

**Reach out to start the conversation**

**Dive in to learn more:**

- ➞ **Slack for customer service teams**
- ➞ **Extend the power of Service Cloud to Slack**
- ➞ **Slack for retail companies**
- ➞ **Slack consulting services from NeuraFlash**
- ➞ **Salesforce consulting services from NeuraFlash**
- ➞ **Retail solutions from NeuraFlash**