

Slack AI capabilities ignite productivity using institutional knowledge



Table of contents

Introduction	3
Unlock the full potential of your data in Slack with AI	4
Time-saving tools powered by AI	6
Channel recaps	6
Thread summaries	8
Search answers	10
Sounds great, but is it secure?	12
You control access to your data	12
You can verify the results	13
More AI tools you can use in Slack today	14
This is just the beginning	15



Introduction

AI has arrived in Slack.

One of Slack's greatest superpowers for business is that it brings together all your projects, data and conversations—the collective knowledge your employees need to do their best work every day. With the launch of our native AI features, you can put all of that information to work for you in new and easy-to-use ways in Slack, the AI-powered conversational interface for work.

In this e-book, you'll learn about:

- Slack's powerful new AI features that can help you get the most out of your data
- How we ensure data privacy by design
- Why trust is our No. 1 value when building out all AI features in Slack

“For the past decade, Slack has revolutionized the way we work, bringing people, apps and systems together in one place. With Slack AI, we're excited to take this transformation to the next level. These new AI capabilities empower our customers to access the collective knowledge within Slack so they can work smarter, move faster, and spend their time on things that spark real innovation and growth. In the era of generative AI, Slack is the trusted, conversational platform that connects every part of a business to supercharge team productivity.”



Denise Dresser
CEO
Slack



Unlock the full potential of your data in Slack with AI

There's a high cost to the old way of working.

Case in point: productivity takes a major hit when employees aren't informed about critical business decisions. In [a recent study by Gartner](#), 47% of digital workers struggled to find the information they needed to effectively perform their jobs, and 32% of employees [made the wrong decision](#) due to lack of awareness.

How much more effective could you be at work if you could instantly understand the context of any project or policy in the history of your business? With Slack's tools and artificial intelligence features, you can do exactly that.

Our North Star has always been to make your work life simpler, more pleasant and more productive. We do this by bringing your conversations into one place, embedding automation across your key business apps, and driving outcome-based productivity for every team. In Slack, employees discuss topics and projects in [channels](#) or in direct messages; they jump in a [huddle](#) when they need to discuss things in real time; they record [clips](#) for asynchronous communication; and they automate busywork with [workflows](#). Slack integrates with your favorite tools—including Salesforce apps such as Sales Cloud, Service Cloud and Tableau, and third-party apps such as Workday, Jira and Google Drive—to move business processes forward.

47%

of digital workers struggled to find the information they needed to effectively perform their jobs

32%

of employees made the wrong decision due to lack of awareness

Source: [Gartner](#)



Our channel-based model provides the foundation to build a shared and transparent information repository. Every message, **canvas** and clip in your Slack workspace contributes to a searchable gold mine. The collective knowledge that informs your work multiples in value over time as more people contribute their expertise. The result is a universe of context for every team, project and topic across your organization.

Slack's intelligent **search** functionality makes all of this history easily retrievable. The more information and data your employees have at their fingertips, the better they're equipped to do their best work. According to our user surveys, Slack already helps teams achieve:¹

- 36% more productivity
- 36% faster decision-making
- 36% more engagement
- 36% faster collaboration
- 35% time saved because of process automation

Now with the power of generative AI, you can take productivity to the next level and bring more value to your company. We're introducing Slack AI, an intuitive AI experience embedded in your flow of work that helps you search, summarize and leverage the information your team needs to drive real outcomes.

When you add our AI features to your Slack workspace, your team can reach its full potential by harnessing your corporate memory with just one tap. Think channel recaps that catch you up in seconds with easy-to-skim summaries and tailored answers to your questions distilled from information across Slack. When you multiply these productivity gains across your users, you achieve exponential efficiency that helps your organization save valuable time.

¹ Source: FY24 Customer Success Metrics



Time-saving tools powered by AI

Business executives are recognizing that [artificial intelligence has the potential to affect their bottom line](#). Slack's [Workforce Index shows](#) that 94% of executives believe incorporating AI into their work is an urgent priority—yet only 1 in 5 desk workers reports that their organization has adopted that strategy. We're making that transition easier.

We've designed an intuitive, guided experience where you can get AI assistance effortlessly—without the stress of having to tinker with open-ended prompts. By having our tools embedded into the place where work already happens, you can gain immediate value from AI instead of having to dramatically change the way you work or log in to another application.

Sign up for AI in Slack today

Get the most out of your team's collective knowledge by using channel recaps, thread summaries and search answers. Our new AI features are now available as a paid add-on for Enterprise plans and available in English only. Additional plans and language support will be coming soon.

[Contact our sales team today and find out how Slack's AI capabilities can work for you.](#)

Channel recaps

Imagine you're jumping into a project midway through and you need to catch up. Instead of digging through multiple documents or bugging teammates with questions that may have already been answered, everything is right there in the channel. What if you could surface the most important themes instead of having to be a digital detective?

With channel recaps, you can generate key highlights from any channel—including jumps between topics—and cut to the chase of what's most important. You'll get a detailed view of what's happening, whether you want to catch up on unread messages, summarize the past seven days or set a custom date range. For example, you can instantly extract key themes and tasks from a product launch channel and, from there, you have the opportunity to drill down further.



Time-saving tools powered by AI

Channel recaps allow teams to quickly:

- Catch up after time away from work
- Get up to speed on a new project
- Stay informed on customers in account channels
- Outline a follow-up summary from incident channels
- Make educated, customer-centric decisions

The screenshot displays a Slack workspace for 'Acme Inc'. The left sidebar shows the channel list with '# go-to-market-spring-2024' selected. The main content area shows a channel recap for this channel, featuring a video by Geeta Joshi and a text post by Lisa Zhang. The right sidebar shows a 'Slack AI' panel with a 'Summary' section and 'Highlights'.

Channel: # go-to-market-spring-2024

Geeta Joshi 10:13 AM
Hey team, here's an update on project timelines and where we're at with the agency.
video 3:12

Lisa Zhang 10:15 AM
Great questions, everyone. Let's address these concerns in our next team meeting and make sure we have contingency plans in place. Our collaboration and communication will be key to navigating any potential hurdles.

Slack AI Summary
Today 39 21

Highlights
@Geeta successfully onboarded key agency who specializes in animations and video production. Negotiations and contracts have been finalized, ensuring support for the upcoming campaign.

Current milestones
@Elizabeth shared that the creative team is working on producing eye-catching visuals and content for various marketing channels.

Upcoming tasks
@chris questions whether we have an appropriate media plan in place given learnings from previous campaigns. He wants to follow up with the agency to ensure we're prepared.

More details

- @rachel informed the team that Marketing will roll out the announcement next week. [1]
- @Zoe asked if anyone wanted to lead the review next week on



Thread summaries

The back-and-forth in threads can spiral quickly. There might be time-sensitive requests sandwiched between non-urgent messages, with a team member needing help or a group of people wanting immediate input on a decision. If you're just joining a conversation, it's important to get on the same page as your team as fast as possible. Thread summaries give you the gist of a long conversation with one click.

For instance, say your design team is preparing to launch a time-sensitive project and needs to add an executive stakeholder to the long thread. With thread summaries, the reviewer can quickly get up to speed and make a final decision. They make it easy to:

- Jump in to help resolve time-sensitive issues
- Create a team digest from weekly standups
- Capture key decisions and next steps
- Summarize context from support threads

The screenshot displays a Slack workspace for 'Acme Inc'. The left sidebar shows navigation options like Home, DMs, Activity, and Later. The main area is divided into two panels. The left panel shows a thread in the '# design-spring-2024' channel, with messages from Arcadio Buendia, Lisa Zhang, and Sara Parras discussing a video launch delay. The right panel shows a 'Summary' for the thread, titled 'Summary Today' with 12 reactions and 6 replies. The summary text states: 'The team discussed the delaying the launch of their video. Arcadio and Sara share what impact this decision would have on other work.' Below the summary, 'More details' are listed as bullet points: '@Arcadio said the team should launch the video later and confirmed the agency said it will be a 1 week delay.', '@Lisa asks if there any other workstreams are affected by the delay.', and '@Sara said the content and social team will be most impacted by the delay and confirmed they can change their plans if the video launches later.' At the bottom of the summary panel, there is a 'Less details' button and a feedback section for 'Slack AI' with 'Good', 'Neutral', and 'Bad' reaction buttons. The bottom of the interface shows a message input field for the '#go-to-market-spring-2024' channel.

Time-saving tools powered by AI

This is just the beginning. Soon Slack AI will create digests summarizing key highlights from channels you want to stay informed on but may not require your immediate attention. By making it easy to stay up to speed on what you would otherwise miss, Slack AI frees up time and focus for your top priorities. Users can customize the digest with the channels they'd like summarized, and then let Slack AI do the rest.

“During the pilot program, we experienced firsthand the major productivity gains that Slack AI could drive for our business. Slack AI has helped speed up our employees’ work exponentially.”



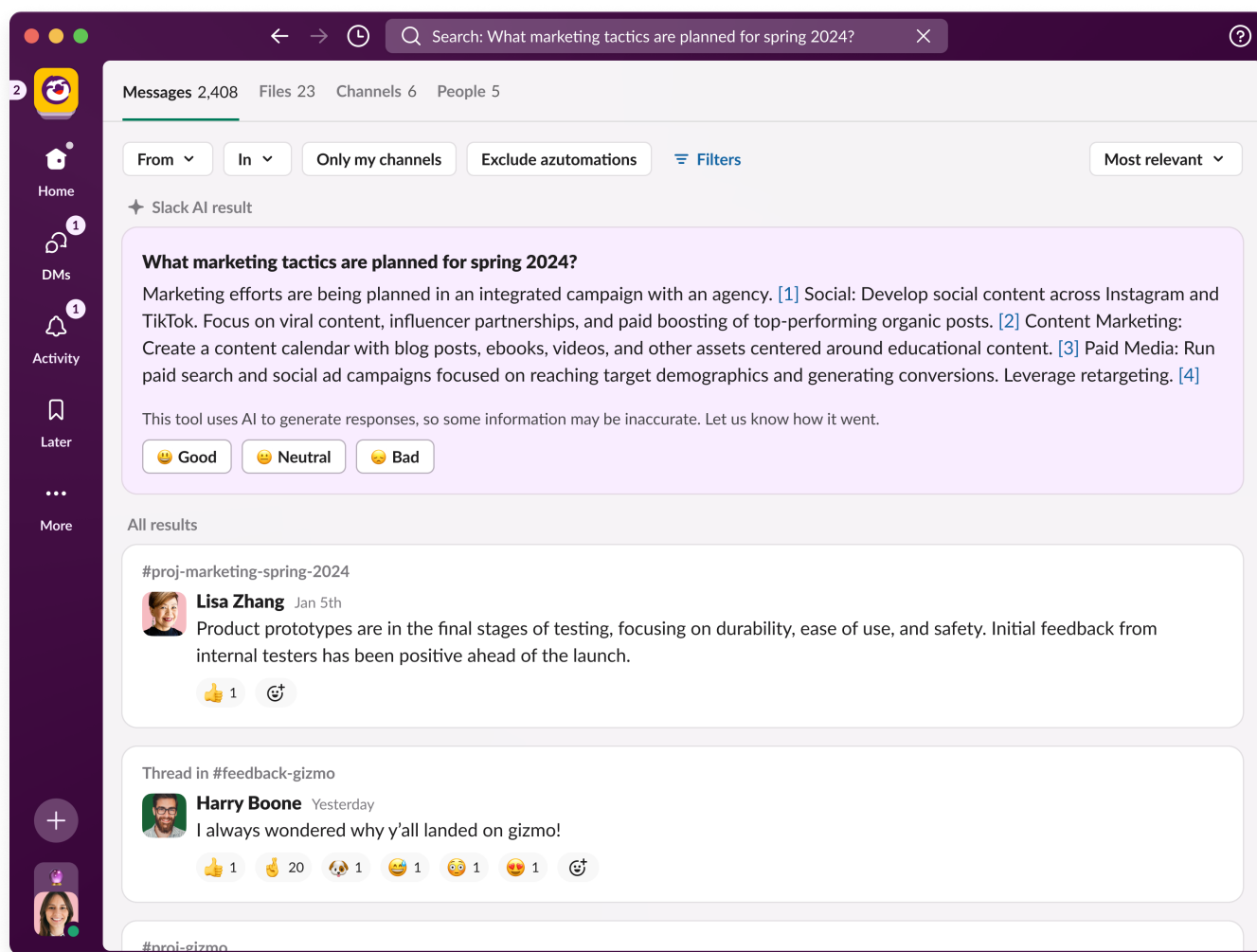
Zach Hyman
Co-CEO
SpotOn



Search answers

Effortless search is essential for an enterprise workspace. Having all of your data in Slack means your employees can make better-informed decisions about their work. We've enhanced our search functionality so it's even more powerful—and you don't have to become a prompt engineer to find what you're looking for. We know that you don't always know exactly how to phrase the terms that will lead you to the answer you're seeking.

Search, powered by AI, allows you to ask a question conversationally and get a clear, concise answer based on relevant Slack messages. For example, when learning about a new project, search answers will help you quickly get a grasp on the project's goal and the key stakeholders involved—all in a visually separate summary above the search results you are accustomed to seeing.



Time-saving tools powered by AI

With search answers, you can:

- Learn about new projects
- Stay updated on company policies
- Find internal subject-matter experts
- Pick up on team processes
- Gain insights from previous experiences

97 min

average time users can save weekly with Slack AI

Source: Based on an internal analysis during the pilot of Slack AI features (channel recaps, thread summaries, and AI search answers)

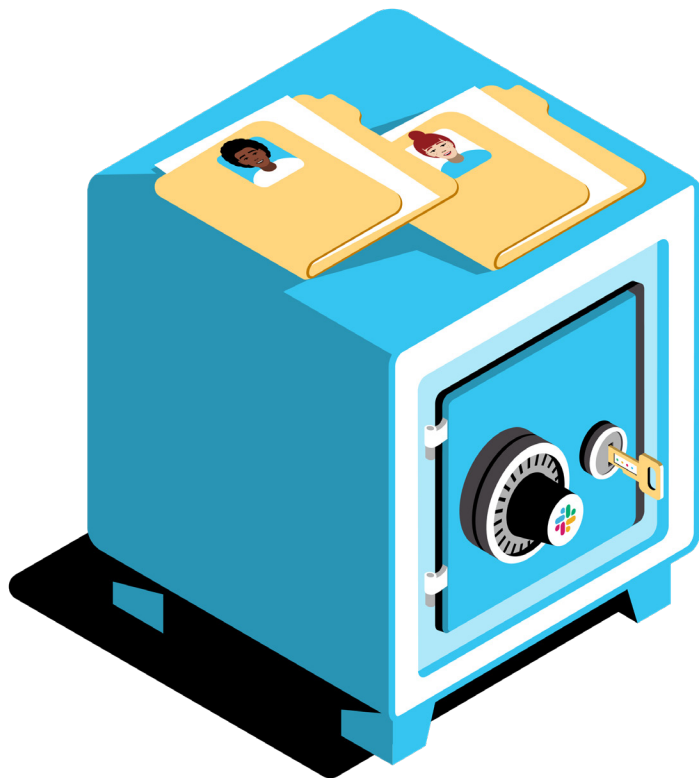


Sounds great, but is it secure?

Trust is our most important value at Slack and Salesforce. In fact, the top concern we hear from customers about AI is security. We're committed to building AI products safely, responsibly and ethically. That's why we adhere to a set of **product values** that guide our decision-making, all focused on maintaining your trust.

You control access to your data

In a world where some companies use customer data as an asset to hawk, we prioritize user safety and data privacy. Our new AI product features are designed inside Slack's secure infrastructure to ensure that your data remains yours—and only yours. We don't sell, rent or use your information for commercial purposes because we firmly believe that your trust is not for sale.



Sounds great, but is it secure?

Slack does not share customer data with LLM providers and does not use customer data to train large language models (LLMs). Slack AI runs on Slack's infrastructure and upholds the same [security practices and compliance standards](#) that customers expect from Slack itself.

Slack's entire ecosystem adheres to a high standard of security and compliance. Our [Enterprise Key Management](#) empowers customers to control their encryption keys, giving you the autonomy to revoke access whenever you choose. You don't just have to take our word for it; our compliance is with recognized standards such as HIPAA, FINRA, FedRAMP and SOC 2, all of which have been [audited by third-party industry experts](#).

You can verify the results

We understand that to trust a piece of technology, you need to rely on its integrity at all times. AI shouldn't replace your employees' judgment. Instead, we've designed our AI product features to be transparent, so you can dig into what's important and independently verify the results.




More AI tools you can use in Slack today


Slack's AI capabilities are subtle but powerful. And they're supplemented by a growing list of carefully vetted third-party AI apps that are available now on the Slack platform. One of our favorites is **Claude**, a conversational chatbot from Anthropic available to **Slack Enterprise Grid** users.

Claude acts like a well-informed personal assistant where you talk to it just like you would a colleague at work. It's great at account planning, contract reviews, competitive analysis and even generating strategies. The bot remembers your conversations, which means that you can build on your prompts and take a task from beginning to completion. You can also direct-message it for answers and rest assured that your conversation will stay private.

Using Claude is easy. In channels and group messages, just tag @Claude and ask it to perform a task that will be visible to your teammates.

Thread #account-acme

 **Zoe Maxwell** 11:44 AM
@Claude can you share recommended next steps?

 **Claude** APP 11:45 AM
Based on the thread, here are suggested next steps:

1. Ask the Solutions Engineering team to build a demo focused on a supply chain use case, as suggested by @Lee
2. Get an executive to join the meeting by submitting a deal desk support request @Sara
3. Update the pitch deck with the new industry-specific messaging and customer examples @Zoe



Here are some ways you can work with **AI-powered apps**:

- **Box**: Ask Box questions about your Box files, get the answers you need and jump back into your flow of work in Slack
- **PagerDuty**: Bring PagerDuty Copilot into Slack to surface insights, suggest remediation paths and streamline your team's incident response
- **Perplexity**¹: Subscribe to topics and automatically pipe updates into Slack, where they can be shared in channels to spark team discussions
- **Notion**: Instantly view Notion AI summaries when links are shared in Slack, bringing context from docs and wikis into your conversations

This is just the beginning

As we debut our new, easy-to-use AI tools in Slack, we're opening up a realm of endless possibilities. We've started with powerful features designed to make your work life simpler and more efficient. And we have plans to roll out more intelligent features to help teams bring the most value to their organizations.

Ready to dive in and experience these AI features for yourself? [Get in touch with our sales team today to learn more.](#) 

¹ Source: Perplexity's new Slack app will be generally available after the publication of this ebook. Please find it [here](#).



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](https://twitter.com/SlackHQ).



The preceding information is intended for INFORMATIONAL PURPOSES ONLY, and not as a binding commitment. Please do not rely on this information in making your purchasing decisions. The development, release and timing of any products, features or functionality remain at the sole discretion of Slack, and are subject to change.