

# How Slack AI drives productivity with institutional knowledge



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# 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 number one 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](#)



## Unlock the full potential of your data in Slack with AI

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:<sup>1</sup>

**36%**

more productivity, faster decision-making, more engagement and faster collaboration

**35%**

time saved because of process automation

<sup>1</sup> Source: [FY24 Customer Success Metrics](#)

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: conversation summaries 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.



# 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 conversation summaries, search answers and recaps.

Our new AI features are now available on all paid plans for purchase in English, Spanish or Japanese. Additional languages coming soon.

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

## Conversation summaries

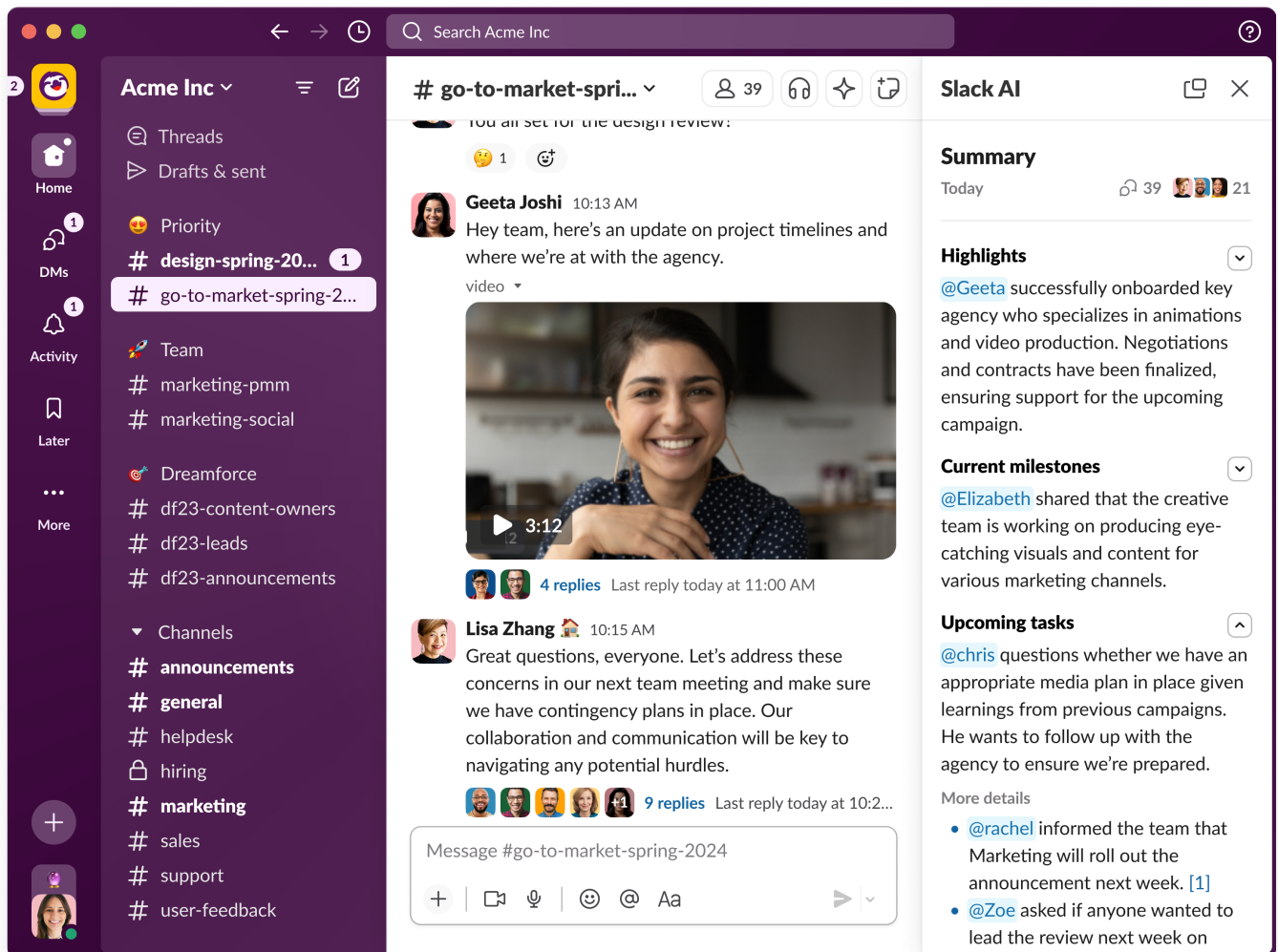
Imagine you're jumping into a project midway through. Instead of digging through multiple documents or bugging teammates with questions that may have already been answered, everything is right there in the channel. What if you could surface the most important themes instead of having to be a digital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

With conversation summaries, you can capture what's essential in channels and threads in one click. You'll get a detailed view of what's happening, whether you want to catch up on recent unread messages or summarize the past seven days or another date range. For example, you can instantly extract key themes and tasks from a product launch channel and, from there, drill down further.



## Conversation summaries allow teams to quickly:

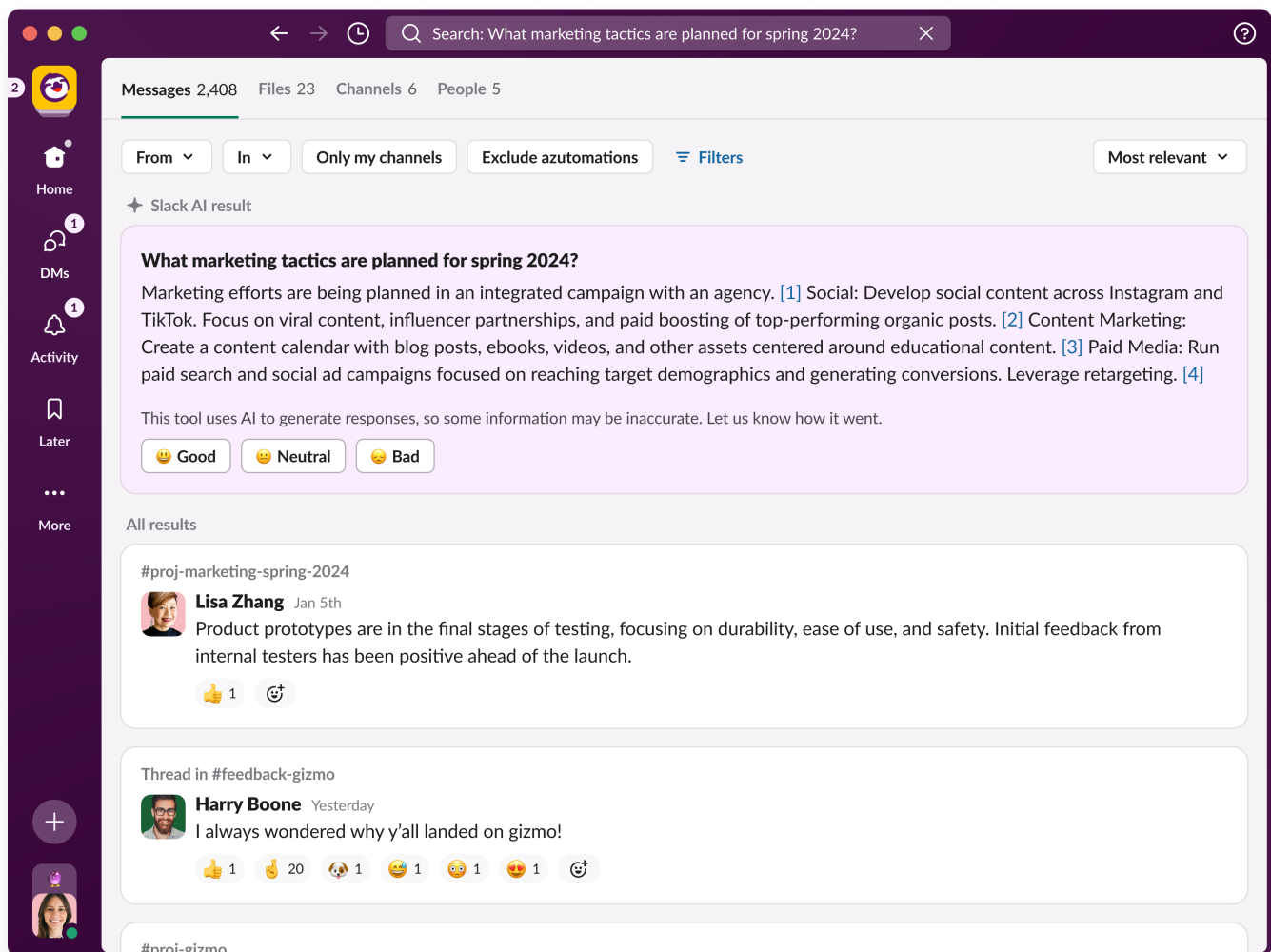
- Get up to speed on a new project
- Catch up after time away from work
- Stay informed on customers in account channels
- Outline a follow-up summary from incident channels
- Make educated, customer-centric decisions



## 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.





## 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)**

*“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

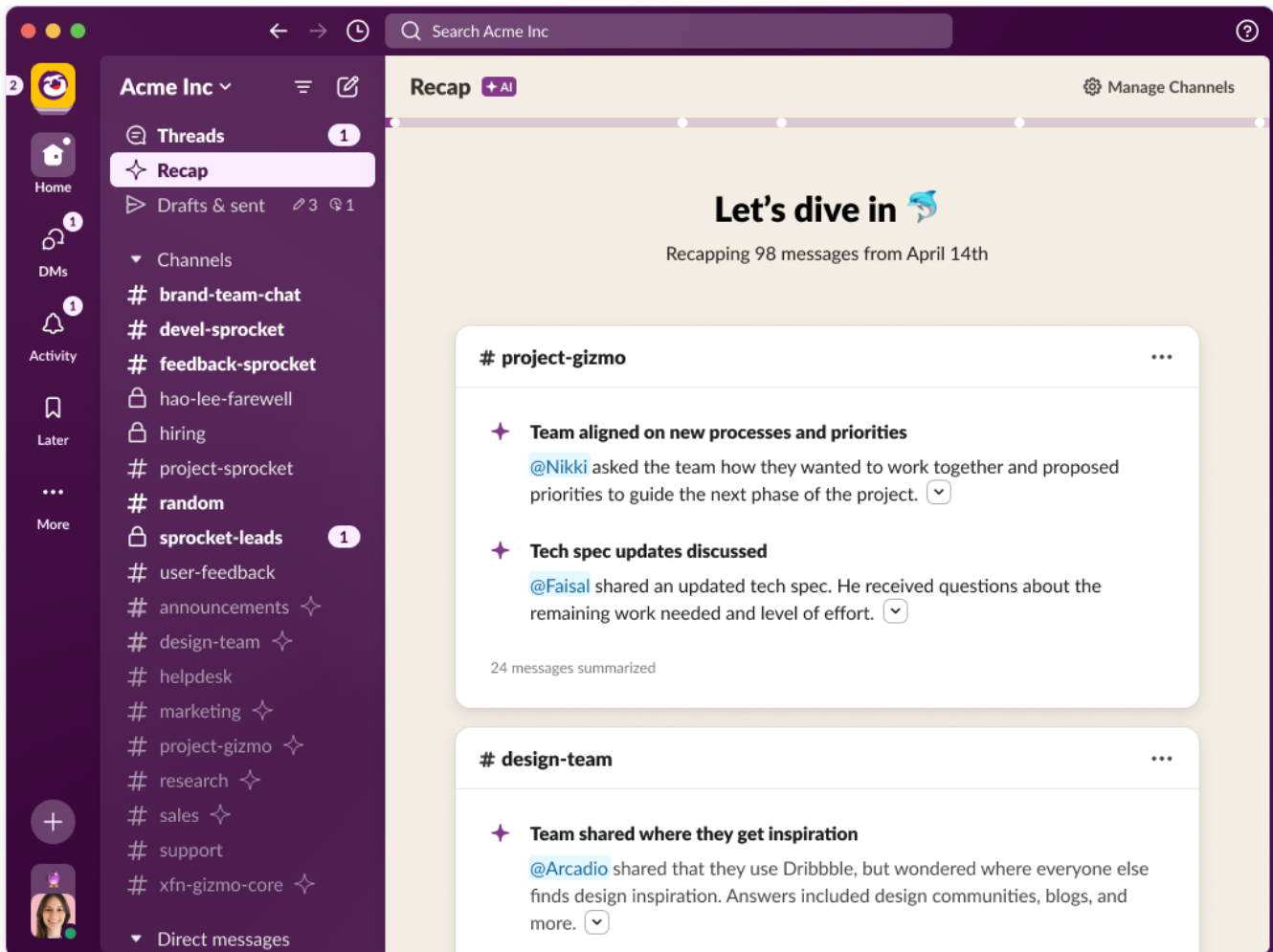


## Recaps

We'll be the first to admit it: it can be challenging to stay informed of everything going on in your Slack channels. So what if you could start your day with summaries of all the channels you're interested in?

With recaps, you can generate a daily morning digest of channels you want to follow but don't have time to engage with. Simply add a channel to your recap on Monday, and your Tuesday-morning recap will contain a summary of Monday's messages from that channel. You can also mute recapped channels to keep your sidebar clean and organized, without worrying about missing out on what's been said.

Recaps make it easy to stay up to speed on what you might otherwise miss, so that you can focus on top priorities. Choose which channels you want summarized and let Slack AI do the rest.



## Recaps help you to:

- Stay on top of news across your organization
- Monitor customer activity in your account channels
- Track your employees' projects so you can give them better support
- Mute channels, knowing you can catch up later



# 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.

Slack does not share customer data with LLM (large language model) providers and does not use customer data to train 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.

## 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<sup>1</sup>:**

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.

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



# 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.](#) 



## About Slack

Slack is where work happens for millions of people every day, helping organizations in every industry move faster and fulfill their missions. It's the AI-powered platform for work that centralizes conversations and collaboration, makes it easy to automate business processes, and delivers trusted generative AI that augments every employee to help them be more productive and drive real outcomes. As a Salesforce company, Slack is also deeply integrated with every Salesforce solution, bringing rich data and insights directly into the flow of work and fueling sales, service, and marketing productivity. To learn more and get started with Slack, visit [slack.com](https://slack.com) or connect with us [@SlackHQ](https://twitter.com/SlackHQ). 🌈



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