Slack-Powered HR
How Slack helps HR teams increase their business impact

Work ideas for big companies
Let's face it, the entire business world is changing fast, but no companies are under more pressure to change than big, global businesses. Like yours. You’re confronted with:

• New business models and customer-centric processes.
• Digital transformation across the business.
• New technologies and systems.
• New competitors and disruptors.

Against this much change, success often comes down to one thing: how well you keep your employees informed, aligned, and engaged.

That’s why so many large enterprises are turning to their HR leaders as critical partners in transforming business strategy into action.

Change among the change drivers

But while HR is helping guide all this corporate change, the HR discipline and department itself is changing just as dramatically:

• The battle for talent has never been more fierce.
• A multi-generational workforce is changing the shape of work.
• New regulations require new approaches to recruiting, pay, privacy, diversity, benefits, and employee data.
• New HR tech is here to help but creates its own change management challenges.

At times like this, many of the most progressive HR leaders are looking underneath the company’s more obvious challenges to reconsider the fundamental dynamics of HR work. They’re looking at:

• How HR teams collaborate, communicate, and share knowledge.
• How strategies, policies, and decisions are made and communicated.
• How HR workstreams cross departments and disciplines.
• How dispersed and mobile teams work together.
What are they seeing? That legacy collaboration tools aren’t keeping up. Email, meetings, and conference calls alone don’t support the way people want and need to work today. Modern workers are looking for alternatives with the kind of experience they get with the chat apps they use in their own time.

So they’re seeking out real-time collaboration tools, but when there isn’t a standard collaboration hub for the organization, information gets siloed and isn’t searchable. Conversations take place in one place (or many) and the actual work gets done in another. Not to mention the potential security risks.

There’s a better way for HR to work

Slack is the fastest-growing business application in history. And HR leaders—the people who best understand work and employee engagement—have been an important driver for this growth.

HR departments in some of the world’s biggest and most innovative companies are turning to Slack not only to streamline and automate their own discipline but also—in partnership with IT and line-of-business leaders—to drive change across the whole enterprise.

That’s what this guide is about: how Slack-powered HR departments get more done, make a bigger impact on the business, create more engaged work cultures, and accelerate change.

Today’s HR work involves more distributed teams, more mobile work, and more collaboration with other departments—all using more systems and applications. And that’s exactly where Slack shines: turning all that complexity into something humans can manage.
Employee Experience and the HR mission

Just as Customer Experience captured the attention of boardrooms across every industry, Employee Experience (EX) is shooting up the corporate agenda.

Today, HR leaders recognize that delivering a great EX dramatically improves your company’s ability to attract, retain, and engage employees.

Companies that deploy Slack see immediate and long-lasting effects on EX.

Making work simpler, more productive, and more pleasant releases the energy that people want to bring to work—energy that is too often dissipated by frustrating processes and systems.

And for HR leaders, smarter collaboration and process automation make it easier for them and their teams to stay focused on the bigger EX picture.
How HR leaders use Slack to increase their impact

Slack is a new kind of collaboration hub, organized by workspaces and channels. It brings together the right people and information at the right time.

Say goodbye to redundant meetings and inefficient email chains—Slack makes collaboration open, knowledge sharing easy, and alignment inevitable.

HR leaders use Slack in four ways:

**Improving the way HR works with the entire company**
Including better onboarding, communication, training, employee feedback management, performance reviews, raises, promotions, moves, and job changes.

**Improving work within the HR department**
Integrating with core HR software to speed up decision-making, centralize knowledge, keep everyone in the loop, and support work from anywhere.

**Improving employee engagement and alignment**
Promoting a modern employee experience, strategic transparency, and a positive, inclusive workplace culture.

**Improving collaboration across the entire organization**
Partnering with IT and business leaders to improve collaboration, knowledge sharing, decision-making, compliance, and data stewardship across the entire business.
Slack makes your HR software more effective

Slack amplifies the power of your HR software platform and your team’s favorite HR and productivity tools.

Our close partnerships and deep integrations with software like Workday, Peoplesoft, Oracle, ADP, and SuccessFactors mean your teams can bring the power of these tools—plus a huge range of specialist HR and productivity apps—right into Slack. That means your people can:

• Search for files across apps
• Share data with other teams
• Organize notifications and updates

In short, the things people do every day can be done more easily right inside Slack (like finding immediate answers to questions about things like payroll, benefits, and the status of time-off requests).

Look for the #INTEGRATIONS tag throughout this guide for more examples.
Accelerate recruiting and hiring

Slack speeds up the search for new talent while protecting sensitive data and conversations.

**Simplify job posting**

Before an open req is posted, create a private channel to discuss scope, salary band, title, etc. between hiring managers, department leads, and recruiters.

Then collaborate on the final job description and, when it’s good to go, pin your document or post to the channel. Once it’s posted, use the channel to discuss timelines for the first round of candidate presentations.

*Automation and built-in workflow make hiring faster.*
Track candidates through the entire process

After a role is posted, a lot of HR teams create two or more private channels:

The other private channel is for the hiring manager, HR business partner, recruiter, and sourcer to share standout resumes, organize interviews, and finalize offers.

Since your Applicant Tracking System integrates with Slack, you get automated updates in the channel at key milestones—like when the candidate moves forward in the interview process, when an interviewer submits feedback, when an offer letter is sent, and when the offer is accepted.

Another private channel is for your interview panel. Here, you’ll upload candidate resumes and on-site schedules, pin the job description, and corral feedback post-interview.

*This single point of collaboration leads to faster, better hiring decisions and more responsiveness to candidates.*
It all starts by getting all hiring information in one searchable place and making recruitment transparent for the people who need to know.

**INTEGRATIONS**

- Greenhouse streamlines recruiting and applicant tracking.
- Hired finds great candidates, updating your teams in Slack.
- Lever simplifies applicant tracking.

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**Level up with Lever and Slack**

Lever recruiting software integrates with Slack to let your team:

- Share a promising new applicant
- Remind interviewers to leave feedback
- Start a quick hiring huddle
- Send interview reminders with candidate information
- Change plans quickly while a candidate is onsite
- Allow quick interview feedback
- Announce to the entire team when a candidate signs an offer

Find [LEVER](https://slack.com/app) in the Slack App Directory
Theme 2

Streamline new-hire onboarding
Streamline new-hire onboarding

Giving new hires a warm, professional welcome, with clear access to important information, turns their new-job jitters into focused engagement. It also helps get them up to full productivity quickly.

Instead of showing up on the first day of work to inbox zero, followed by a torrent of forwarded emails, new hires start exploring channels with conversations relevant to their role.

A #welcome channel gives them a place to ask questions, meet other new hires, and find the most important company information: the company mission and key policies that you pin to the top of the channel.

You can create unique channels for each new-hire cohort (e.g., #new-hires-oct18) to form private mini communities of mutual support. And as employees continue to get up to speed, Slack is there to help. For instance, they can search for any topic or keyword related to the work they’re doing and find all the relevant files, conversations, and subject-matter experts.
In addition to integrating with your core HR platforms, Slack integrates with a wide range of onboarding-related apps, including:

- **Donut** builds relationships by matching new hires to coffee buddies.
- **Icebreakers** shares fun facts about coworkers right in Slack.
- **Lunch Train** makes planning lunch outings simple.
- **Greetbot** automates welcome messages and reminders.

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Slack companies reach full employee productivity 24% faster.

IDC Research, The Business Value of Slack, 2017

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**Onboarding to Slack itself**

It often falls to HR to show new hires how to use the company’s chosen collaboration tools. With Slack, that couldn’t be easier. Because it’s so intuitive to use, training takes minutes: Use the onboarding materials we provide, show them the channels they’ll have access to, and let them explore. From there, Slack’s own support team and Help Center takes over.

*We’re there for you and your people.*
Theme 3

Support employees more efficiently
Your HR teams can use Slack to streamline and automate the way they support all employees, including everything from how you communicate benefits and manage performance reviews to how you handle time tracking and vacation requests.

Here are a few of the things you can do:

- **Enable employee self-service**
  With an easy-to-search resource destination to keep everyone informed of important policies and announcements relevant to employees and contractors in each country. *Instead of HR fielding countless questions about your company’s medical plan, employees can search for their own answers and filter results by channel, date range, or even who posted.*

- **Set automated reminders**
  So your people don’t have to worry about keeping track of important paperwork deadlines. *With timely alerts, your employees understand your benefits programs better and participate in them more—without wasting time chasing people.*

- **Create HR and benefits FAQs**
  And pin them to the relevant channels, so people can answer their own questions. *In HR, the same questions get asked many times over. With Slack channels, your employees know where to look for answers.*

- **Manage learning and development**
  By collaboratively designing, deploying, and tracking learning programs. *Bringing subject-matter experts together with learning professionals and management stakeholders accelerates your L&D strategies. And Slack makes it easy to communicate with learners and track their progress.*
Once you have a central place for HR knowledge sharing, it’s far easier and faster to communicate with all employees efficiently and effectively. That frees your team to focus on more strategic tasks like creating that new benefits plans or designing a whole new learning program.

# INTEGRATIONS

- **Zenefits** works closely with Slack to keep people in the loop on everything from payroll and benefits to time and vacation tracking and performance management.
- **CakeHR** automates employee leave requests.
- **Aloha** lets you remind employees to submit documents, register for benefits, and update their options.

Guru makes it easy for freelancers to find quick answers to common questions about things like new-hire benefits.

“As you grow, you get more processes and more people in the value chain. Things start to slow down naturally. Part of trying to keep that startup mentality is remaining fast with communication and delivery, and I think Slack’s really, really helped.”

Lee Jones, Employer Branding and Social Media Manager, trivago
Theme 4

Improve and track engagement
Perhaps the most important HR challenge of all is to foster engaged employees who bring their whole selves to work.

Slack helps HR departments monitor and improve employee engagement while giving workers what they want: A more connected way to work.

Here are just a few of the tactics at HR’s disposal:

- **Create executive Ask Me Anything channels** to invite all employees to interact with senior execs, promoting transparency and open dialogue. *Transparency matters. In a recent survey commissioned with Kelton Research, 80% of knowledge workers said they want to know more about how decisions are made in their organizations.*

- **Run regular engagement surveys** using Slack to invite employee participation and to report on the results. *91% of employees report a desire to feel closer to colleagues, according to the Kelton survey. Tracking engagement helps you see if they’re getting that from their work.*

- **Promote employee resource groups** encouraging people with shared affinities and interests to create communities and clubs. Slack makes it easy for people to find each other and organize communities. *Diversity groups, volunteer programs, and professional development clubs improve morale and employee retention. You need a way to support and enable them.*

- **Run employee recognition programs** using Slack to promote participation and reward great performances and employees in public. *Public recognition makes employees feel valued and engaged.*
Today’s digital workstreams can be isolating. A shared collaboration space is a powerful way to promote the connections and relationships that lead to happier, more engaged employees.

**INTEGRATIONS**

- **SurveyMonkey** lets anyone send a quick survey from Slack.
- **TINYpulse** measures company culture with pulse surveys.
- **HeyTaco!** is a fun team-building tool for recognition and rewards.
- **Bonusly** lets people recognize and reward colleagues with microbonuses, right inside Slack.
- **Karmabot** helps managers set goals and track performance.

“Slack is such an essential tool, it’s really helped us with scaling and still feeling connected to one another across remote offices and remote teams.”

Lisa Madokoro, Culture Specialist, Shopify
Slack-tracking engagement at trivago

The Talent and Organization team at trivago, one of Germany’s fastest-growing companies, likes to keep a finger on the pulse of employee sentiment.

Every week, a Slack bot asks employees to respond anonymously to questions and statements such as “I understand how my work contributes to the organization” or “I’m happy with how frequently I’m recognized.”

The Talent and Organization team reviews all the responses to generate topics for the company’s all-hands meetings. The team also tracks trivago’s employee Net Promoter Scores and shows screenshots of comments to managers.

“If we communicate a large change and you see a dip in the scores, it gives you an idea of how the talent felt,” says Anitta Krishan, the company’s Organizational Foundation Lead. “You can actually see the change management curve happening through the results.”
Impact

Slack makes a positive impact on workplaces
So far, we’ve seen how a real-time collaboration hub that’s integrated with other work software improves the HR department’s impact and efficiency. But HR leaders are also showing how Slack can improve every department’s performance.

They’re working with IT and line-of-business colleagues to promote faster decision-making, transparent collaboration, simpler knowledge transfer, and better teamwork across departments and distributed teams.

Your employees want this

Employees who feel that information is shared in a clear, collaborative way are happier at work. But only 26% of workers describe their office as “connected.”

• 1 in 4 say they are dissatisfied with how information is shared at work.
• Those who communicate via workplace messaging programs are 50% more likely to describe their office as connected (32% compared with 22% for non-users).
• 31% of knowledge workers believe that better communication and tools would help create an ideal collaborative work environment.
A few examples:

- **Sales and marketing teams** use Slack to run campaigns and track opportunities, integrating it with tools like Salesforce, Marketo, and Drift.

- **Customer support teams** integrate Slack with tools like Zendesk, Groove, and Twitter to make service collaborative.

- **Project management teams in all departments** use Slack to tie together their project software, including Trello, Asana, Google Docs, Workfront, Dropbox, and dozens more.

- **Developer teams** use Slack to accelerate software development, integrating with tools like GitHub, JiraCloud, Glitch, and ScrumBot.

In short, there isn’t a department or discipline that doesn’t benefit from reducing email chains, meetings, and conference calls with a better way to collaborate.
Slack powers faster, more collaborative HR

HR leaders and Slack are in the same business: Releasing the full potential of people at work.

This guide showcases just a handful of the many ways HR teams are using Slack to make a bigger impact on their businesses—and leading a wider drive to more open, collaborative work across the enterprise.

We’d welcome the opportunity to talk to you about how Slack can help you:

- **Streamline** new-hire onboarding
- **Accelerate** recruiting and hiring
- **Support** employees more efficiently
- **Improve** and track engagement
- **Boost** the effectiveness of the whole organization
- Or **tackle** any other collaboration or knowledge-sharing challenge you’re facing.

Our experience with some of the world’s most progressive HR leaders gives us confidence that we can help you do things better and do better things.

Ready when you are.

Want to learn more about Slack?

Read [The Gartner SWOT Report](#).

Or this one from [IDC on “The Business Value of Slack”](#).

Or visit [Slack.com](#).

Curious about how other companies use Slack?

REA Group uses Slack to run its company-wide event, Inventorship. Read about how they do it.

Global agency RG/A connects 1,700 employees in 15 offices around the world. See how they use Slack every day.

Want to see Slack in action?

Request a demo to see why more than 500,000 organizations use it every day.

Want to actually talk with someone?

Thought you’d never ask! Do [get in touch](#).
About Slack

Slack is a layer of the business technology stack that brings together people, data and applications—a single place where people can effectively work together, find important information, and access hundreds of thousands of critical applications and services to do their best work.

From global Fortune 100 companies to corner markets, businesses and teams of all kinds use Slack to bring the right people together with all the right information.