How 9 businesses boosted productivity, efficiency and financial success with Slack and Salesforce

slack

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Introduction

As economic uncertainty continues to dominate headlines, businesses are searching for ways to do more with less. Productivity, efficiency and cost savings are not just buzzwords, they're necessities. If companies want to achieve these new business imperatives, they must equip their workforce with the right tools because traditional tools alone no longer make the cut.

Back-to-back meetings held via video conferencing are inefficient, and siloed conversations in emails or disparate chat systems obscure the flow of information. Companies must have multifaceted, easy-to-use options. True digital transformation touches everything from employee engagement and culture to operating costs and customer loyalty.

Enter **Slack**, a collaboration tool native to the digital workplace. Read on to discover stories from nine Slack customers that have leveraged the combined power of Slack and Salesforce to improve productivity, efficiency and overall financial success.
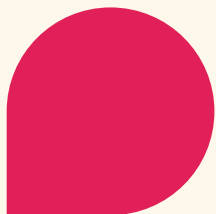
Executive summary

Determined to meet customer demands while saving time and money, these nine companies embrace the technology, AI and new workplace conventions made possible with Slack.

VODAFONE

Leveraging collective team knowledge, Vodafone puts power in the hands of developers to resolve customer issues faster.

NUTANIX

Nutanix has found a better way for engineers to collaborate, resolve IT tickets faster with fewer technicians and drive meaningful engagement.

INTUIT

Intuit leverages AI and custom Slack bots to solve cases quickly, and has developed a searchable knowledge base to improve agent confidence and net promoter scores (NPS).

PROCORE

Procore uses Slack to accelerate deal cycles, streamline sales, support reps and improve partner collaboration.

VEEPEE

Veepee increased internal response rates and product release efficiency while decreasing incidents with Slack.

BELONG

Belong championed collaboration to deliver faster solutions, create a culture of connection and usher in new leaders.

CANVA

With Slack, Canva runs asynchronous standups to increase efficiencies, ensure alignment across time zones and support its unique culture.

REVOLUT

Revolut has built custom workflows in Slack to improve its sales enablement process so salespeople can spend less time dealing with operational matters and more time focusing on sales.

SOLARISGROUP

Solarisgroup uses Slack to meet regulatory standards, guarantee data security and protection, and keep the workforce agile, all at scale.

As one of the world's largest and fastest-developing international telecom and technology services providers, U.K.-based **Vodafone** serves approximately 640 million mobile customers, 21 million fixed broadband customers and 14 million TV customers across 24 countries. To help the company with this growth, Vodafone has adopted Slack to:

- **Leverage team knowledge to scale efficiently**
- **Put power in the hands of developers**
- **Resolve customer issues faster**

Leveraging team knowledge to scale efficiently

Vodafone's director of technology strategy and architecture, Matt Beal, explains the company's decision to use Slack:

"We wanted to lift our capabilities and facilitate easy sharing between markets, not just of know-how and experience, but also code libraries and more that [teams] can integrate into their project and immediately have that capability."

Putting power back in the hands of developers

Vodafone's technology department has an extensive, ever-evolving organization chart. To tighten the turnaround time on new code as the team moves from development machines to test environments to production environments, developers use Slack integrations.

The result? Vodafone has reduced that cycle from around three months to 30 minutes—and the company aims to lower it even more.

Resolving customer issues faster

When an incident occurs, the PagerDuty integration notifies the relevant team, down to the right individual, instantly—and it's all right from Slack. This dramatically reduces the mean time to resolution.

Mean time to find the root cause and resolve an incident

Before Slack

15–20 minutes

After Slack

< 5 minutes

San Jose, Calif.-based **Nutanix** provides clients like 1-800-Flowers, Tsingtao Brewery and JetBlue Airlines with software to help manage their IT infrastructure. To facilitate efficiencies, Nutanix uses Slack to:

- **Provide a better, faster way for engineers to collaborate globally**
- **Resolve IT tickets in 34% less time with 27% fewer technicians**
- **Drive meaningful engagement and a 90+ NPS score**

Providing better, faster global collaboration

Slack Connect is the primary way Nutanix collaborates with more than **60 vendors** and partners, **using 70 Slack channels** to optimize tools and facilitate high-impact work.

34%
faster ticket resolution

27%
fewer technicians needed
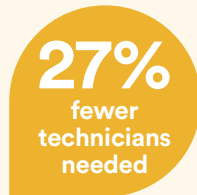
"At one time, even though our ticket volume was up by 40%, we were resolving tickets 34% faster with 27% fewer technicians thanks to Slack automations and bots."

—AMIT BHATNAGAR,
SENIOR DIRECTOR FOR IT APPLICATIONS, NUTANIX

"People love that they don't have to log in to approve anymore. Now, for every key app, we add a Slack integration. The more operational processes we put in Slack, the less our users have to switch contexts."

—AMIT BHATNAGAR
SENIOR DIRECTOR FOR IT APPLICATIONS, NUTANIX

Resolving IT tickets in 34% less time with 27% fewer technicians

Things like approvals for software, accounts, purchase orders, leave and timesheets were once a time-consuming process that involved multiple applications and windows. Now, almost every process is connected to a Slack app, removing the need to switch contexts.

Driving meaningful engagement and a 90+ NPS score

Because they have the tools they need to develop Slack integrations without technical training or knowledge, thousands of Nutanix engineers can unlock companywide productivity. This includes making teams more innovative with operational efficiencies by leveraging **Workflow Builder**, Slack's no-code tool for automating routine tasks.

90+

With the help of Slack, on a scale from -100 to +100, **Nutanix IT's average NPS is 90+**

intuit.

Intuit is a Mountain View, Calif.-based company with global products and platforms, including TurboTax, QuickBooks, Mint and Turbo. These easy-to-use products are designed to empower people to improve their financial lives. To empower its own teams and optimize products, Intuit uses Slack to:

- Leverage AI and custom bots to solve cases **36% faster**
- Develop a searchable knowledge base that has saved customers 2,000 hours
- Improve agent confidence by 20% and NPS by 12%

Leveraging AI to solve cases 36% faster, saving 9,000 annual hours for agents

QuickBooks delivers quick, engaging customer support 24/7. But as the speed and frequency of support requests increase, the answer is not necessarily more customer support agents. The answer is Quincy bot, an AI that answers agents' questions directly in Slack. With its **custom Slack bot** and Slack channels harnessing the collective power of the support team, QuickBooks successfully solves customer support cases in 36% less time, saving 9,000 annual agent hours.

"It used to take us two days to resolve a case. With the help of Quincy bot in Slack, we're now 36% faster. If you put that annually, we saved our agents 9,000 hours."

—OMER KHAN,
FORMER CUSTOMER SUCCESS, DIGITAL LEAD, INTUIT

Before Slack integration

10-15% Quincy resolved **10-15% of questions**

two days Cases took **two days** to solve

After Slack integration

36% **36% faster time** to resolve cases

12% **12% improvement** in customer NPS

9,000 Hours **9,000 hours saved** annually

20% increase **20% increase** in agent confidence

Saving customers 2,000 hours with a searchable knowledge base

1. When an agent can't find an answer with Quincy, they create a ticket using the **atSpoke app for Slack.**

2. The ticket is assigned to a subject matter expert at QuickBooks, who takes **60 to 90 seconds to ask questions**, clarify the need and provide support in Slack.

3. The response answers the agent's problem and **builds a searchable knowledge base of step-by-step solutions**, speeding up the time to resolution.

4. Management **quickly identifies content gaps** for the customer and the agent working on the case.

5. Customers have **saved 2,000 hours** with access to the right information at the right time.

Increasing agent confidence by 20% and NPS by 12%

"Hundreds of questions come in every day and create these micro-coaching opportunities, which drives our skill set to a level we've never seen," says Omer Khan, Intuit's former digital lead for customer success. "This has a powerful impact on team morale and confidence, which is a huge win because confidence is contagious."

Increased agent confidence, faster issue resolution and a streamlined workflow led to a 12% increase in NPS, driving results for both agents and customers.

20%
reduction in the sales cycle

25%
increased collaboration

Headquartered in Central California, **Procore** is a software platform custom-built for the construction industry. With real-time access to critical instructions, on-site construction crews stay aligned and efficient —which not only raises standards but reduces risks. With the Slack and Salesforce integration, Procore has been able to:

- **Accelerate deal cycles by 15-20%**
- **Streamline the sales cycle, saving 4-6 hours per week**
- **Support sales reps and accelerate partner collaboration by 25%**

Accelerating deal cycles by 15-20%

Procore's sales professionals rely on Slack channels to connect sales representatives with cross-functional partners and experts who are critical to deal coordination. Bringing internal and external stakeholders together in one place streamlines workflows, allowing Procore to stay highly responsive to customer needs, which can accelerate adoption and close deals faster.

"With Slack, we can quickly collaborate around our system of record: Salesforce. Using the two together, we've cut our sales cycle by 15 to 20% on average."

—NOLAN FRAZIER
ACCOUNT EXECUTIVE OF STRATEGIC ACCOUNTS, PROCORE

Streamlining the sales cycle with Salesforce and Slack

By connecting tech stacks, organizations can bring the apps they rely on right into Slack. With the **Salesforce integration**, for example, Procore gains instant access to critical data, turbocharges collaboration by speeding up approvals and shortening deal cycles, and improves sales productivity by four to six hours per week with shared updates.

Supporting sales reps with more than 100 partners

Procore reinforces its sales deals with assistance from hundreds of company partners—but communication can stall with so many external partners in the mix.

Slack Connect expedites communication with partners by bringing external correspondence out of siloed email inboxes and into Slack channels. It replaces the need to set up a phone call, saving precious time and enabling a higher success rate.

"I used to say it's not a real partnership if you're not texting. Now we say it's not a real partnership if you're not using Slack!"

—KRISTOPHER M. LENGIEZA
VICE PRESIDENT OF GLOBAL PARTNERSHIPS
AND ALLIANCES, PROCORE

For its 72 million members and 7,000 brand partners in 13 countries, French retailer **Veepee** offers everything from clothes, home appliances and toys to wine, travel and entertainment, at up to 80% off—for just three to five days at a time.

Slack has reinvigorated a culture of collaboration at Veepee, moving the company forward and positioning it as a technology leader in e-commerce. Slack helps to:

- **Increase internal response rates by 54%**
- **Decrease incidents by 67%**
- **Increase product release efficiency**

Increasing response rates by 54% with a simple Slack integration

Veepee measures employee sentiment in the tech department by sending HR surveys. Originally distributed via email, the surveys received a 50% response rate. Today they're routed through the **Officevibe Slack integration**, and response rates have increased by 54%. As Veepee grows, Slack integrations and channels remain vital to its HR strategy.

> "Instead of worrying about the process or how we communicate, we want them to think about how to solve the issue at hand. So we use Slack for everything."
>
> —ANTOINE MILLET
> HEAD OF IT OPERATIONS, VEEPEE

67%
decrease in incidents
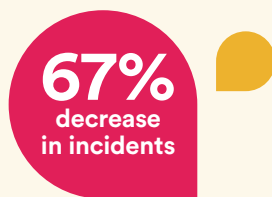
Decreasing incidents by 67% with Slack channels and automation

Before Slack, incident management at Veepee was reactive, disparate and primarily based on email. Even when in the same European time zone, it's difficult to coordinate people in different countries and cities, so the asynchronous part of Slack is essential.

Before Slack integration

- Clunky, decentralized workflow based on email

- Must manually enter details for each incident in a central database

- Incident reporting was a time-consuming process

After Slack integration

- Airtable, Zapier and PagerDuty integrations sync and automate as much as possible

- Critical information is piped in from the corresponding incident channel

- Incident bot in Slack declares issues immediately and informs the right people

Increasing product release efficiency

Before Slack, Veepee had 10 to 20 product release incidents per month because of miscommunication. "Now we automatically communicate big release changes in Slack, and it's been four months without incident," says Antoine Millet, head of IT operations. In nine months, the teams registered 6,500 successful product release changes.
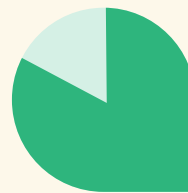
80%
of the database's incident management fields are filled in automatically via Slack

You might not think of mobile and internet service providers as champions of environmentalism, but Belong is looking to fix that. Launched by **Telstra** in 2013, **Belong** is Australia's first carbon-neutral telecommunications company, and uses Slack for so much more than chat and social purposes, including to:

- **Collaborate to deliver better, faster solutions**
- **Create a culture of connection**
- **Usher in new leaders**

"Slack is about creating opportunity. It's about helping employees connect, prioritize their workload, automate tasks and provide transparency. You just have to use it once to recognize the potential it offers to transform the way you work."

—NATALIE FIELD
CTO, BELONG

Collaborating to deliver better, faster solutions

Slack frees Belong engineers of administrative work: Instead of wasting time switching contexts or laboring over redundant processes, they tie everything together in Slack to consistently deliver best-in-class customer experiences.

What's more, using the **Slack integration with ServiceNow**, engineers can trace the lifecycle of

code deployments to accelerate knowledge-sharing and problem-solving.

"Slack saves the lead engineer 30 minutes every time there's an incident because they don't have to waste time catching everyone up on the details."

—NATALIE FIELD
CTO, BELONG

30 min | **30 min** saved for every incident

Creating a culture of connection

To prioritize relationships, Belong uses Slack to foster authentic connections in a digital environment. It provides an intuitive way to stay in touch, build rapport and share more traditional watercooler moments like those found in the #whatscooking, #belongboardgames and #tea-appreciation -society channels.

Ushering in the next generation of forward-thinking leaders

At the heart of Belong's mission and purpose is inclusiveness. "The very essence of what 'belonging' means is that you can unabashedly be yourself," says Natalie Field, Belong's CTO. Slack helps their teams feel connected to themselves, and one another. "Slack enables that intersection of leadership, creativity and technology," she says.

Over 60 million people worldwide use the visual communication platform Canva each month. To connect the 2,000 employees who make that possible, Canva uses Slack. In addition to supporting the Australia-based company's astronomical growth, Slack helps Canva's global teams to:

- **Run asynchronous standups to save just over 63 hours a week**
- **Ensure alignment and foster a sense of community across time zones**
- **Support the "Canvanauts" culture with Slack emoji**

Running async standups to save 63 hours a week

Before integrating Slack's Workflow Builder—a visual tool that lets anyone create custom code-free workflows and automate day-to-day processes in Slack—Canva's finance team spent an average of 1.5 hours per week in standups. This added up to 67.5 hours per week across the team. With Workflow Builder, Canva's team spends five minutes per week updating their status for a total time savings of 63.75 hours per week across the team.

63.75 **Total number** of team hours saved with Slack's Workflow Builder

Ensuring team alignment across time zones

Juggling multiple priorities across time zones, Canva needed a way to improve team efficiency within cross-functional partnerships. The solution? Hold more asynchronous conversations with less context switching.

Slack's pre-built workflows helped the rapidly growing team get to know one another in a remote environment with app integrations and in-channel communications. Canva employees (aka "Canvanauts") now spend less time in meetings and more time focusing on impactful work and team bonding.

"Adding a fun question such as 'Who is your kindred spirit?' and moving to a fortnightly meeting focused on celebrating our wins and sharing kudos has been really impactful."

—CHANTAL PLANK
PROCUREMENT OPERATIONS, CANVA

Supporting the Canvanauts culture with Slack emoji

Ranked as one of Australia's best workplaces, Canva uses Slack to bring its supportive, diverse and unapologetically quirky company culture to life. Recognizing work well done is a team ritual made possible with Disco, an online culture platform for distributed teams. The app integrates with Slack and lets employees give well-earned shoutouts to their colleagues.

Revolut

Revolut is on a mission to make managing finances more user-friendly for as many individuals and businesses as possible. To support more than 25 million users, the U.K.-based company needed to support the remote and asynchronous work of its quickly growing teams. It turned to Slack to:

- **Establish, scale and onboard sales teams**
- **Move from calls to asynchronous collaboration**
- **Improve operational efficiency and productivity with workflows**

Establishing, scaling and onboarding sales teams

Revolut launched B2B sales in April 2020 which, during a pandemic, meant they had to onboard almost 1,000 remote salespeople globally. Within Slack, the company used channels to create cohorts of SMB and enterprise sales teams, hire account managers and establish a product sales executive team for product activation. Slack also helped Revolut onboard new teammates efficiently and cultivate a vibrant company culture simultaneously.

"Sales is an emotional role and if you're working on a fully remote basis, you need to have these connections with your team. So, we really try and push our culture through Slack channels."

—MATTHEW ACTON DAVIS
VP OF GLOBAL SALES, REVOLUT

Moving from calls to asynchronous collaboration

With hybrid and remote teams, asynchronous work and collaboration are more important than ever. As Revolut's sales reps work from locations around the globe, they needed to eliminate as many calls as possible and find a different solution. Slack has been fundamental in enabling asynchronous collaboration, which empowers everyone to work at their own pace while staying in the loop.

Improving operational efficiency and productivity with workflows

To improve sales, Revolut has built **custom workflows in Slack**: One feeds sales questions into their sales enablement process, continuously improving it with trending queries and fresh answers. Another gathers customers' questions and product queries in its own dedicated channel. Revolut can categorize these issues so salespeople can spend less time dealing with operational matters and put more focus on sales.

"The next goal for us is to conflate and centralize all of these different workflows to have one single point of escalation and one single point of truth for all the customer issues our sellers and customers encounter."

—MATTHEW ACTON DAVIS
VP OF GLOBAL SALES, REVOLUT

Solarisgroup, the Berlin-based fintech outfit, describes itself as "a tech company with a banking license." It connects its people, teams and machines through Slack, which helps it:

- Meet regulatory standards
- Guarantee data security and protection
- Keep its workforce agile at scale

"Things are definitely quicker with Slack. Before, a partner integration might take up to six months, but now we only need three months."

—BERNHARD FRESE
LEAD TECHNICAL SOLUTION ENGINEER, SOLARISGROUP

Meeting regulatory standards

Data security and protection are essential for many companies, especially those that must comply with the General Data Protection Regulation (GDPR). This is especially true for banks with a full license, like Solarisgroup, which operate in a highly regulated environment and must follow multiple sets of regulations.

"We have the option to create retention rules, which basically means that we are deleting Slack messages and all the information that was shared after a year," says Dennis Winter, Solarisgroup's vice president of TechOps. "This is a crucial functionality for us."

Guaranteeing data security and protection for incident reports

Slack also plays a role in Solarisgroup's incident management, ensuring secure operations and eliminating technical faults before they occur. The **PagerDuty** Slack integration automatically forwards incident reports to a dedicated Slack channel for transparent, efficient communication to solve problems quickly. It also utilizes a custom Slack bot that automatically generates incident tickets into a corresponding channel for on-call technicians.

Keeping its workforce agile at scale

Solarisgroup's workforce has tripled since its launch. Sandra Schaarschmidt, head of culture and office management, has initiated a casual but effective Slack onboarding process for new hires that's been well-received.

"We have a tech-savvy workforce, whose ways of working and ideas about work are open-minded and iterative," says Schaarschmidt. "For us, Slack is a manifestation of this new, open and flexible world where we can quickly contact each other and exchange information."

Conclusion

Slack has a scalable solution for every company, no matter its size, region or industry. From custom bots that automate processes for increased efficiency to Salesforce integrations that streamline sales cycles, Slack provides a flexible way to work with all your people, apps and partners in one space.

With Slack, you can bet on team alignment and a culture of connectivity that yields new opportunities, customer success and profit.

Find out more at **Slack.com**.