

# Reinventing work in IT

How IT leaders are using Slack to unlock  
the full potential of their people and tools



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# Finding a better way

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## Finding a better way

The upheavals of 2020 will have a long-term impact on the way we work. They've created an opportunity for every organisation to find a better way of working—one that combines the best of what was done before with efficient new methods developed during the work-from-home (WFH) period.

IT leaders are a driving force in establishing that “better way”—by identifying the tools and systems that will allow the whole business to thrive and guiding the organisation to make the best use of them. And as we'll show in this guide, many are finding that channel-based collaboration with Slack is an ideal fit for the new hybrid and asynchronous way of working.

## Five themes dominate the new world

To get a better view of the new world of work, we talked to business and IT leaders across industries and countries about what comes next. Five big themes emerged from our discussions (explored in our e-book “[Reinventing Work](#)”)—and they apply to just about every organisation:

1. Employee engagement is breaking free from the 9-to-5 mindset
2. Culture and alignment are the next source of competitive advantage
3. The winners are accelerating work through automation
4. A new ecosystem economy demands a new partner playbook
5. Customer-led disruption is forcing rapid CX convergence

In this guide, we'll look at what these themes mean for IT decision makers and show how IT teams around the world are helping their organisations meet new challenges with Slack.



1.

**Employee  
engagement  
breaks free of the  
9-to-5 mindset**



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## Employee engagement breaks free of the 9-to-5 mindset

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The last year has been very terrible in a lot of ways. But I think it has been an opportunity for companies to rethink how they work and to break some of the myths we held about work. I think probably for the next five years, we will see a lot of people questioning old structures and a period of experimentation. It will be the biggest impact on the way people work in the office since the introduction of the office. It's exciting.”

**Cal Henderson, Chief Technology Officer, Slack**

As workplaces go part physical, part remote, the smartest organisations are treating this moment as an opportunity to forge a new and better employee experience (EX).

They're doing so in the knowledge that EX is a key driver of business performance. Employees who actively enjoy their work are more likely to go the extra mile, deliver better service to customers and take fewer sick days.



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### Organisations with high EX report:

**4.2x**

average profit

**2.8x**

revenue per employee

**40%**

lower employee turnover

**Jacob Morgan**

## Employee engagement breaks free of the 9-to-5 mindset

We already know that employees largely welcomed the move to remote working. Respondents to our first quarterly Remote Employee Experience Index consistently tell us it improved their work-life balance, reduced their levels of stress and anxiety about work, and increased their productivity.



*Note: The highest and lowest potential scores are +100 and -100, respectively. Higher scores indicate higher satisfaction with remote work compared with office-based work; lower scores, a lower satisfaction. See footnote for detailed methodology.*

Source: **Future Forum**

Organisations that can bottle that positive experience for the long term will clearly benefit from an engaged, productive and motivated workforce. But that means coming to grips with two big issues—and IT leaders are playing a critical role in tackling them.

## Two big challenges of hybrid working: productivity and belonging

The first is *productivity*. During the pandemic, motivation to get work done was partly bolstered by a sense of togetherness in the face of crisis. Now that hybrid working is the new normal, organisations must work harder to keep people productive in a decentralised world.

The other is *belonging*. Our Remote Employee Experience Index raised a red flag around the impact of remote working on employees' sense of belonging. It's consistently been the area of least satisfaction—and it's a critical one to address, because if employees don't feel part of the organisation, they may be more inclined to leave.



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**Turnover costs an average of 50%  
of your employee's salary.**

**G&A Partners**

## The case for a digital HQ

The tools your people use to get work done are key to solving these challenges. When people can work easily and without interruptions, they're more productive. And when they can socialise and collaborate with coworkers as they did in the office, they feel a greater sense of belonging.

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Knowledge workers who believe their employer is a technology leader score dramatically higher for 'sense of belonging' than those working for perceived technology laggards.”

**The Future Forum**



## Employee engagement breaks free of the 9-to-5 mindset

That's why organisations around the world are implementing a “digital HQ”—a centralised collaboration platform that combines the most-missed aspects of office working with the most-valued aspects of remote working.

**37% of businesses plan to invest in collaboration solutions by February 2022.**

CCS Insight

+ 23

### **Slack: The digital HQ that employees—and IT teams—love**

For thousands of organisations around the world, that digital HQ is Slack. Employees and leaders love it because it brings the whole organisation together and supports the way people naturally work—and socialise. And IT teams trust it because it's proven, scalable and backed with **enterprise-grade security**.

So what makes Slack a great digital HQ for the way we work now? It ultimately comes down to these few things:

**A place to bring everyone together:** In most large organisations, work is fragmented across departments, teams and locations. People use different tools to deliver work, often focusing on departmental goals rather than the goals of the whole organisation. Awareness of other teams, knowledge and activities is low, leading to duplicated or contradictory effort.

When communication does happen across the whole organisation, it's often done by email or via the company intranet. But that creates risks: People may be excluded, important communications may be overlooked or misinterpreted, and it can reinforce feelings of division, of “them and us.” In times of remote working, all of these issues are amplified.

## Employee engagement breaks free of the 9-to-5 mindset

Slack removes those barriers by creating a single place where the whole organisation can come together, align around common goals and move work forward faster. Instead of happening by email, announcements happen in channels like **#company-announcements** and **#ask-me-anything**, where everyone's invited, and anyone can ask questions and get feedback.



**Zoe Maxwell** 10:44 AM



**This Week at Acme Corp**



**Don't miss the Thursday All Hands** There have been some distribution list issues, so if you don't have the all hands meeting on your calendar for tomorrow please add it from the Vinde Global Calendar. [See agenda details here](#)



**The End of Year Feedback Cycle continues.** This week, focus on peer reflections and feedback for your manager (and your self-reflection, if you have yet to complete it!). For full details, [view this post](#) (pinned in #help-feedback). To get to Ultimate Software (previously named Kanjoya), [log in through Okta](#)



**Check out what's launching this week** and [what's coming soon](#)



**ARR update:** Last week we added **\$9.3M** to ARR, bringing current ARR to **\$1.148**. ARR has seen a solid rebound coming back from the holidays, reinforced by a strong effort from the team to close out the fiscal year! Follow along with the latest numbers in [#bizops](#).



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Message #company-announcements



**B**

*I*



Aa



**Channel-based collaboration:** In Slack, people get together in channels dedicated to shared interests. They can create channels for projects, for individual customers, for products they're working on—and for fun topics, like pets, memes and Marvel movies.

## Employee engagement breaks free of the 9-to-5 mindset

The key thing about channels is that they cut across silos. Sales and marketing teams can easily collaborate around a key prospect, for example—and if a project spans multiple teams, everyone involved can easily join. Connecting with the right people, sharing information and getting tasks done are so much easier and faster in Slack as opposed to relying on email.

**Tech stack integration:** One of the biggest drains on productivity in any organisation is the time people spend switching between different systems. With Slack, they don't have to, because they can access the applications they use every day within Slack. From Salesforce to ServiceNow, Zendesk to Jira (and hundreds more), Slack integrations bring data and functionality to the employee, rather than the employee having to go to the system.



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**64% of workers spend 30 minutes or more every day simply switching between all the apps needed to do their daily work.**

Slack

Slack's [App Directory](#) includes 2,400 integrations that let your people bring their day-to-day apps and tools right into Slack, so they don't need to flip between multiple apps to get work done. And with [Workflow Builder](#), they can easily automate daily tasks—often without help from IT—making them even more productive.

**Easy-to-find information:** With Slack, it's easy to connect with the right people and find the information you need. Important documents and info can be pinned to channels, so everyone can find them easily. And as each channel preserves a full record of every previous interaction, it's easy to get up to speed on what's happened before and what the status is now.

## Employee engagement breaks free of the 9-to-5 mindset

**Asynchronous working:** Because information in Slack channels is persistent, people can work in their own time, rather than having to be “in the room” when a conversation takes place. That means it’s much easier to collaborate across time zones without working all hours—and people aren’t stuck in meetings or video calls when they could be moving work forward.

**A virtual watercooler:** Some of the most-missed aspects of office life are spontaneous celebrations, social chatter and chance conversations in the coffee line or at the watercooler. It might seem tough to replicate these kinds of social happenings virtually, but there are a few ways that it can be done in Slack. Here are some we’ve seen (and use ourselves):

- Building bots for Slack that automatically send anniversary greetings and encourage company-wide celebrations
- Creating community channels around shared interests and outside-of-work activities, like pets, gardening and baking
- Setting up virtual encounters between employees using apps like [Donut](#) or [WaterCooler](#)
- At the Australian bank Up, a custom Slack integration called Barista randomly matches colleagues for a digital coffee date, setting up a time and a topic of conversation

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Barista makes it easy to get to know each other and have conversations not just about work, but other things that matter to us as people too.”

**Dominic Pym, Co-Founder, Up**



## The digital HQ at TD Ameritrade

TD Ameritrade handles more than 12 million client accounts, totaling over \$1 trillion in assets. Prior to 2018, it used email to share information across its 10,000-strong workforce. But this created a problem: Employees' access to information depended on who they knew and how well they knew the organisation.

Seeking to accelerate the flow of work, TD Ameritrade's leadership announced plans for a new digital workplace that would allow employees to access information and software tools at any time, from anywhere.

It considered several platforms, including one that came with its software suite, but chose Slack for its easy-to-use interface, customisable security options and mobile availability. Within six months, the volume of emails had fallen by 30%—and has continued to decline ever since.

When Covid-19 forced TD Ameritrade to pivot to remote, people stayed connected and in the know through channels like **#safety-health**. Meanwhile, social channels like **#wfh-tips** and **#tales-from-wfh** helped to sustain company culture and bolster morale.

By facilitating the flow of information, Slack has redefined the way that work happens at TD Ameritrade. Teams now rely on Slack to stay connected, nimble and efficient—even with almost 100% of employees working remotely.



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We needed a solution that facilitated communication and information sharing and would integrate with our other software systems. Slack provided that at an enterprise scale.”

**Vijay Sankaran**, Former CIO, TD Ameritrade

# 2.

**Culture and alignment are the next source of advantage**



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## Culture and alignment are the next source of advantage

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When you contrast the way people communicate in Slack versus email, people’s humanity comes out more on Slack.”

**Ali Rayl**, VP Product, Slack

A key takeaway from our discussions with business leaders is that organisations need a way to keep everyone aligned, energised and focused when more people are working remotely.

That means finding better ways to communicate goals and priorities, and enable real-time questions and feedback. The days of the one-way CEO email or intranet announcement are over—at least if your organisation wants to move fast with everyone facing in the right direction.

## **New systems of transparency for a hybrid working world**

It’s not just about keeping everyone in step with the strategic goals. Individual teams and departments need better ways of communicating and staying aligned too. With email, it’s easy to accidentally leave people out—creating knowledge disparities that lead to people focusing on the wrong things or missing out on vital information.

IT leaders are key to enabling the kind of open, inclusive communications that sustain momentum and keep everyone aligned. And more and more IT leaders are finding that a centralised, company-wide collaboration platform like Slack beats email hands down.

## Culture and alignment are the next source of advantage

### Transparent, collaborative communications

With Slack, communication and information sharing happen in channels dedicated to specific themes or topics. Everyone in the channel can:

- Find everything that's been communicated before
- Connect with anyone else in the channel and loop in new people as needed
- Easily ask questions and provide feedback

It's a far more transparent and collaborative way of sharing information—especially as channels can easily span different teams and departments, preventing information from being siloed.

### Ways to use Slack for company-wide communication

Here are just some of the ways we've seen organisations use Slack to communicate priorities, share information and provide feedback in a hybrid working world:

- Creating dedicated channels for the leadership team to communicate company priorities and targets—and sharing them often
- Showcasing team priorities, roadmap and successes in company-wide channels. (This is also an ideal way to highlight projects that require cross-functional collaboration.)
- Creating simple workflows for execs to share kudos across departments for team members who demonstrate the company's values
- Creating an Ask Me Anything (AMA) channel for teams to put their questions to senior leadership







## Twitter holds first all-remote all-hands on Slack and Google Meet

For Twitter, the coronavirus crisis meant transitioning a 4,900-strong global workforce into an all-remote team. The company had been using Slack for several years, but it now needed to move conversations and meetings that had previously occurred in person to the platform.

On 4 March, 2020, Twitter successfully held its first-ever virtual all-hands meeting. While the conference happened in Google Meet, workers around the world responded and asked questions in the **#oneteamQs** Slack channel.

Teammates chimed in, responding to each other's questions with +1 **emoji reactions** and follow-up replies. Facilitators divvied up the responses and answered questions in the channel—creating a persistent, searchable archive of answers that anyone can access at any time.

Twitter's VP of People, Jennifer Christie, says the virtual all-hands will be a regular fixture as the company settles into a more hybrid mode of working. "I don't think we'll ever go back to working the way we did before," she says. "And it's all for the better at the end of the day."

“

It was very transparent. Everyone knew which questions were being asked and what we were answering. I think it'll be hard for us to ever think about doing it a different way.”

**Jennifer Christie**, VP of People, Twitter

# 3.

**The winners are  
accelerating work  
through automation**



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## The winners are accelerating work through automation

Many things conspire to interrupt the smooth flow of work. Searching for a document, trying to track down a colleague, stopping to answer a question—all of these moments of friction can slow work down.

Organisations often put up with inefficiencies like these, thinking it's easier to live with them than rock the boat. People are, after all, notoriously resistant to change.

But the thing about inefficiencies is that they add up. And across a sizeable workforce, they add up to a lot. When we studied a group of Australian knowledge workers in December 2020, we found they were losing 12 days of productivity a year just from switching between different apps.

**Australian workers estimated they are spending on average 22 minutes a day navigating between workplace apps. That's almost two hours a week and 95 hours a year—or 12 working days—of lost productivity.**

The Remote Work Tech Effect, Slack

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### A chance to start moving work forward faster

Now, as the shift to hybrid working becomes permanent, IT leaders are using this big moment of change to tackle the small inefficiencies that drag down productivity. They're looking for areas of friction across the organisation and taking steps to remove them via automation and integration.

In doing so, they're not just creating an environment where work can happen faster, they're also driving down costs, speeding up customer responsiveness and accelerating R&D. And a growing number of companies are doing it by using Slack as their central collaboration platform.

## The winners are accelerating work through automation

### Driving out day-to-day inefficiencies with Slack

If you dig into a typical working day, you'll quickly notice low-level tasks and activities that tie up time and slow down the flow of work. Within the IT function itself, that might include:

- Support staff responding to routine requests, like how to reset a password
- Whole teams attending a daily stand-up, even if each contribution takes only a minute
- DevOps teams switching between different tools to write, test and release code

Slack is really good for automating away inefficiencies like these. With Slack as your centralised collaboration platform, it's easy to do things like:

- Build bots that answer basic requests—like, “How do I set a new password?”
- Create forms that send quick status updates—so people don't have to join a meeting to let their team know what they're working on

### Streamline workflows across the organisation with Workflow Builder

And that goes for the whole organisation, not just IT. Slack Workflow Builder makes it easy for business users to automate daily tasks and streamline their routine workflows in Slack. They can build automated workflows that span multiple apps, tools and teams to get tasks done faster. Workflow Builder even has a library of pre-built workflow templates that people can just import and use straightaway.

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Workflow Builder allows any Slack user to save time by dragging and dropping elements to automate tasks. This makes work flow faster, [and] it's designed to help the average worker.”

**Wayne Kurtzman**, Research Director, IDC

## The winners are accelerating work through automation

### Ways to use Workflow Builder

Here are just some of the many thousands of ways we've seen organisations use Workflow Builder to automate processes and streamline work:

**IT:** Creating simplified workflows for employees to submit support requests that integrate with the ticketing system



**Incident Manager** WORKFLOW 4:04 PM

**!** Incident Report

Urgency: P2



**Incident Type:** Network



**Submitted by:** @Harry Boone



**Summary of Incident:** Unable to log in to our network



**Other Details:** I switched to a new laptop for working offsite but cannot log into our network with new machine

**Next Steps:** Please discuss in-thread & determine appropriate next step. The point person should [Claim for review](#) and follow up with [@Harry Boone](#) directly.

[Claim for review](#)

## The winners are accelerating work through automation

**Sales:** Setting up automatic company-wide notifications when the business hits a key sales target, so everyone can celebrate together



**Sales Announcer** WORKFLOW 2:54 PM

**NEW LOGO ALERT**

**Tupelo Systems has closed!**

Revenue \$1M

Tupelo is a great new logo and very strategic for our company. This was a true team effort!

### CHALLENGE

Tupelo Systems came to us for a basic e-commerce bundle for one of their smaller brands initially. They had a major executive shuffle during our sales cycle but this gave us the opportunity to treat their initial rollout as a "pilot," to distill the learnings we'd gained in that time and to share a prescriptive vision for their future on a single platform across all brands. The new CEO even said that our level of engagement as a partner was something she wanted to hold up as an example to her team!

**HUGE THANK YOU**

SonicShop is to have such a great team and couldn't have done it without all the help from across our company! Thank you to everyone:

To our Executive Sponsor - thank you [@Lee Hao](#) for your time and experience

[@Matt Brewer](#) from Product elevated our conversations and led the customer to think more broadly

[@Lisa Dawson](#), [@Arcadio Buendia](#), [@Harry Boone](#) from legal to draft and work the MSA and other documents with Tupelo Systems. You make it look easy

[@Lisa Zhang](#) from Engineering led her team to fix critical issues to provide a better product for Tupelo

[@Sara Parras](#) from our Finance team helped wrangle the right team to negotiate the terms and get this deal across the finish line!

19 67 87 34 1 1 1



17 replies Last reply today at 9:52 PM

The winners are accelerating work through automation

**HR:** Setting up a quick workflow for employees to check benefits status or submit a holiday request



**Request Manager** WORKFLOW 4:56 PM



**PTO Request**



**Request Type: PTO - Vacation**



**Submitted by: @Arcadio Buendia**



**Details: Sept 8-17**



**Initial Approval by: @Sara Parras**

**Approve**

## The winners are accelerating work through automation

### Marketing: Setting up a bot to automatically answer common questions



**Sara Parras** 1:58 AM

Can I get a logo?



**betterbot** APP 1:58 PM

I see you're looking for a Acme Corp logo.

Bringing up the Acme Corp logo ...

Here is a full-color image of the Acme Corp logo. It may take a few seconds to load.

Acme-Corp-logo.png ▾

The image shows the Acme Corp logo, which consists of the words "Acme Corp" in a bold, green, sans-serif font. The text is centered within a white rectangular box with a thin grey border.

If you need a different color variation or file format, please visit the Brand Portal [Brand.acmecorp.com](https://brand.acmecorp.com).



## Loblaw streamlines workflows in Slack with Jeanie custom app

Canada's leading grocery and pharmacy provider operates thousands of stores and uses Slack to collaborate and carry out day-to-day tasks.

When its IT division, Loblaw Digital, sought ways to streamline common workflows, it decided to build a custom app for Slack. The app, called Jeanie, is designed to answer common requests and help users complete basic tasks faster.

For example, colleagues at Loblaw's grocery subsidiary, PC Express, can ask Jeanie to help with tasks like removing an online product listing. Previously, this could take up to a few hours. Now with a simple slash command in Slack, users can fill in some blanks, review the changes and remove an inaccurate listing.



“

The Jeanie app accelerates the time it takes for colleagues in the field to perform daily tasks. What used to take an hour or two now takes seconds and happens right within Slack.”

**Brandon Sam Soon**, Software Developer, Loblaw Digital

### Additional Resources

Case study: How [Lyft Business boosted productivity](#) by integrating Salesforce with Slack

Workflow Builder: See [pre-built workflows](#) you can start using in Slack today

# 4.

**The ecosystem  
economy demands  
a new partner  
playbook**

## The ecosystem economy demands a new partner playbook

With the pandemic upending just about everyone's plans and priorities, the way customers buy—and *what* they want to buy—has changed, and fast.

Organisations need to offer new products and services for a transformed market landscape. That means identifying new R&D partners, adapting and reconfiguring supply chains, and finding new ways to deliver products and services to existing and new markets.

Partners are key to making these changes happen swiftly and effectively—which means the nature of partnering is changing too. Partnerships used to be about rigid long-term contracts with screeds of legalese. Now we're entering an ecosystem economy, where fluid networks of specialist players combine and recombine their expertise to create new value fast.

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It is less and less likely that single firms can offer all the elements a customer needs. And so ecosystems, especially designed ones, are on the rise.”

*Harvard Business Review*

We're also in a world where business travel and physical meetings happen a lot less. So how do you work effectively—and *securely*—with partners in a faster-paced, more fluid and more virtual environment?

### **The new partner playbook has collaboration at its core**

As most organisations are finding, the answer isn't “over email.” Overflowing inboxes and easily overlooked email chains aren't a recipe for smart, timely collaboration.

Videoconferencing had its moment in the early pandemic, but while it brings people together, it lacks rich functionality to help partners design, plan, build and act. It also demands synchronous collaboration: everyone has to be available at the same time, and progress slows if they're not.

Partnerships—especially those that span time zones—work much better in asynchronous mode, where people can contribute to projects in their own time, in the knowledge that they have access to all the information they need.

## The ecosystem economy demands a new partner playbook

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Many companies are rapidly experimenting with distributed and asynchronous models, helping to write the playbook for how to thrive in the new world of work”

### The Future Forum

#### **Introducing Slack Connect: a new way to collaborate externally**

The new partner playbook demands a collaboration platform that supports asynchronous working and makes it easy to share information securely. And that’s exactly what Slack offers with Slack Connect.

Slack Connect has all the collaboration features you get with an internal Slack implementation, but it’s designed specifically for working with external parties. It’s a secure way to accelerate work with partners—and ditch the hidden costs of email—without losing visibility or control.

Slack users have told us that working with partners in Slack Connect feels just like working with coworkers. It’s no longer a case of firing off an email asking for a price and maybe getting an answer a few hours later. Now you can connect instantly with partners for whatever you need—so together, you can serve customers faster and better.

#### **Connect with one key partner first**

The great thing about Slack Connect is that it isn’t all or nothing. You could pick just one key partner that you work with regularly and invite them to try it out with you.

Set a time period—say, two weeks—where you’ll work only in Slack Connect, with no email, and then hold a retrospective to see how everyone found it. (We’re pretty sure nobody will want to go back to working with email.)

## Veepee collaborates seamlessly with partners using Slack Connect

French online retailer Veepee has built a \$1 billion-valuation business specialising in flash sales. It offers everything from clothes, home appliances and toys to wine, travel and entertainment at up to 80% off—for just a few days at a time.

Veepee continually embraces new technologies to support a strategy that has seen it grow to 72 million members and 7,000 brand partners in 13 countries. In 2016 it made a strategic decision to invest in Slack as its centralised collaboration platform, starting with the IT team.

Soon all 6,000 Veepee employees were using Slack to collaborate—so it made sense to extend those workflows to partners too. Today Veepee works with tech partners and external payment service providers in Slack Connect, replacing email with a secure and productive way to communicate and strengthen relationships.



“

Slack Connect really makes things easier when you want to talk with a business partner. Using Slack Connect with technical partners is a huge improvement that saves us time.”

**Antoine Millet**, Head of IT Operations, Veepee

### Securing the extended enterprise

Open collaboration and remote work bring new cybersecurity risks. Traditional approaches to risk were often about securing a known perimeter, but with more people using more devices in more places, the new world of work will demand more comprehensive thinking about security.

## The ecosystem economy demands a new partner playbook

Those risks are magnified when external parties are brought into the mix. So how can you create an environment where collaboration can happen effortlessly, but you still protect your people, your organisation and your data? That's where Slack excels.

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Email is an open front door to security threats to an organisation—USD 12 billion in losses are caused by business email scams, and 90% of data breaches are from phishing. If you want a more secure collaboration solution for your organisation, the first thing that you can do is take your employees out of email and into Slack.”

**Larkin Ryder**, Director, Software Engineering—Product Security, Slack

### Stay safe with Slack's advanced security and compliance controls

Security has always been a critical consideration for Slack—with our aim being to create a collaboration platform that removes the data security risks of email-based communication.

Our industry-leading security program is based on the concept of defense in depth: securing our organisation—and your data—at every layer. We continue to earn certifications adhering to the most broadly recognised security standards and employ rigorous measures at the architectural and operational levels to keep your data safe.

Here are some of the ways Slack keeps your data secure and compliant:

- **Identity and device management:** Slack allows you to manage users and groups, streamline authentication, and assign roles and permissions—ensuring that only the right people and approved devices can access your company's information in Slack.
- **Data protection:** Slack encrypts data at rest and in transit by default as

## The ecosystem economy demands a new partner playbook

part of our foundational security controls. It's also the only channel-based communications platform with Enterprise Key Management (EKM), allowing you to use your own keys to encrypt messages and files. A comprehensive suite of tools enables further visibility and control.

- **Information governance:** Slack's governance and risk-management capabilities are adaptable to your organisation's own data governance and compliance policies. This includes global retention policies, custom terms of service and support for eDiscovery.
- **Security integrations:** In addition to its own security features, with Slack you can easily integrate a wide range of enterprise IT security tools to align with your own internal security policies and architecture. Key Slack integrations include Nightfall for DLP, Okta for identity management and Splunk Phantom for SOAR.

With enterprise-grade security built into every aspect of our platform, some of the most highly regulated organisations in the world rely on Slack for secure, seamless collaboration—both internally and with external partners, suppliers and customers.

## Man Group securely transitions to remote with Slack Enterprise Grid

Global investment firm Man Group is a centuries-old business, but one that adapts quickly to change. When the pandemic hit, its 1,400-strong global workforce was able to move swiftly and securely to remote working with the help of Slack Enterprise Grid.

At Man Group, Slack links team communications with the tech tools employees use to get work done—so it's an instrumental part of many end-to-end processes. Slack Enterprise Grid gives its IT team control over how company data is used and accessed on mobile devices.

As the financial services provider made the transition to remote, it was able to secure company and client data using the Enterprise Mobility Management capabilities of Slack Enterprise Grid. In just two weeks, it had a fully remote workforce capable of collaborating securely and seamlessly in Slack just as they had done in the office.



## The ecosystem economy demands a new partner playbook

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We're very keen on Man Group data only being accessed from approved devices. Slack Enterprise Mobility Management acts as a security perimeter, preventing any kind of loss in customer data or personal data internally.”

**Tom Price**, CTO, Man Group

### **Additional resources**

Watch this deep-dive [interview with Slack's CSO on Enterprise Security](#)

Browse [security and compliance integrations](#) in the App Directory

Learn how to [secure third-party app integrations](#) in Slack



# 5.

**Customer-led  
disruption forces  
the new CX  
convergence**



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## Customer-led disruption forces the new CX convergence

The way customers buy is evolving, and fast. Physical interactions, like visiting a store or meeting a sales rep, were already on the wane and have reduced further during the WFH period.

Now customers are completing even more of their buying journey digitally—whether they're ordering a coffee for takeout or procuring a multimillion-dollar enterprise software system.

**More than 90% of B2Bs have transitioned to a virtual sales model during Covid-19.**

**McKinsey & Company**



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The upshot is that the customer experience matters more than ever (and it already mattered a lot). Customers want the reassurance of knowing they're dealing with one company, whether they're interacting with sales, marketing or customer service. And they expect each of these disciplines to know who they are, understand their circumstances and treat them accordingly.

### **The new CX imperative for IT leaders**

Creating a smooth customer experience was a challenge for IT teams even before the shift to remote. Now IT leaders must provide tech that enables dispersed customer-facing teams to collaborate effortlessly—in even more efficient ways than when everyone was in the office.

### **The last gasp for email**

One thing's certain in all of this. For complex campaigns, customer issues and simultaneous deals, email chains just don't cut it anymore. When customers want immediate, personalised and knowledgeable attention, faster and better—and more secure—ways of collaborating are essential.

## Unlock customer-focused collaboration with Slack

The growing need for fast, responsive and knowledgeable customer service is driving leading organisations around the world to choose Slack as a central platform for collaboration.

Slack allows for the flexibility that teams need to bring the right people together around each customer, share data and information, and drive decisions and actions that enhance the customer experience.

Crucially, Slack isn't a replacement for the apps and productivity software that customer-facing teams use every day. Rather, it brings those tools into one place—the same place where teams come together to connect, collaborate, make decisions and get things done.

## Box dramatically cuts customer response times with Salesforce-Slack integration

Like many companies, cloud content management firm Box uses Salesforce to manage its sales activities. But leads from Salesforce used to arrive as emails, assigning each lead to a specific sales rep. If that person was out, or busy, the lead wouldn't be responded to until the rep was free.

To speed the flow of sales activity, Box built a custom integration from Salesforce to Slack using Workato. Now all incoming leads are automatically posted in the **#accounts** or **#opportunities** channel in Slack. Everyone can see them come in, and reps can immediately agree on who'll pick each one up—or team up on an opportunity if it makes sense.

Thanks to Slack, Box has reduced the turnaround time on getting an SLA out to a new customer from two weeks to two days—a stunning timesaving.



## Customer-led disruption forces the new CX convergence

“

When we relied primarily on email, nobody knew who took ownership. With Slack, we've dramatically increased our speed when it comes to converting MQLs from open status to working status.”

**Peter Vanderhaak**, Senior Director of Go-to-Market Process and Systems, Box

### Collaborate directly with clients and customers with Slack Connect

Many organisations need to go one step further and work hand in hand with customers on projects and products. Just as with partnerships, this is where Slack Connect can transform the way you collaborate—forever.

Slack Connect extends the real-time collaboration capabilities of Slack to external parties, delivering huge speed advantages over email. Your organisation is also **better protected**, as you maintain control over your data and you can monitor external access. And unlike email—which leaves users open to the risk of spam and phishing—when everyone works in channels, teams receive messages and files from only verified members.

**90% of data breaches are caused by phishing.**

**Cybersecurity Ventures**

### Organisations using Slack Connect to work directly with customers report benefits, including:

**4x**

faster deal cycles

**64%**

decrease in support ticket backlogs

**2x**

faster acquisition close<sup>1</sup>

<sup>1</sup> Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.



## **IQ Accountants sees 43% reduction in client response time with Slack Connect**

Queensland, Australia-based IQ Accountants offers accounting, bookkeeping, tax consultations and business development services to organisations around the world.

To sidestep email and complex, paper-driven processes, the team turned to Slack Connect to collaborate with bookkeeping clients. Managing partner Kyelie Baxter says the company has seen a 43% reduction in response time since it began inviting clients into shared channels.

“We might find that clients are missing a bank statement or haven’t uploaded a tax invoice,” Baxter says. “Now we can just Slack them and ask them to upload it. Previously, we were having those conversations over email, and the response time was so slow.”

Another big advantage of shared channels is the lack of email clutter. Before Slack, IQ Accountants would receive around 20 emails a day from clients during peak season. Now it’s down to just one or two.

“

Clients are much more responsive in our channel with them. That’s a win for us because it increases our efficiency in getting the job done. It’s also a win for the client because it decreases frustration and gets their work done faster.”

**Kyelie Baxter**, Managing Partner, IQ Accountants

### **Additional resources**

Take a tour of [Slack Connect’s key capabilities](#)

[Learn about security in Slack Connect](#)

See how more organisations are [collaborating with clients using Slack Connect](#)

## Methodology

The Remote Employee Experience Index is based on data from a survey of 9,032 knowledge workers who identify as “skilled office workers” in the U.S., the U.K., France, Germany, Japan and Australia. It analyzes the key perceptual elements of the working experience for 3,480 of the workers surveyed who are primarily working remotely. The survey was fielded between 25 November and 20 December, 2020, via GlobalWebIndex, a third-party online panel provider, and commissioned by Slack. Results were weighted based on sector and population.

To assess the impact of working remotely, each element is scored on a 5-point scale, from “much better” to “much worse” than working in the office, with the midpoint being “about the same as working in the office.” The highest possible index score of +100 would indicate that, in aggregate, all remote knowledge workers feel much better about all elements of the Index. A neutral score of 0 would indicate no net change, and a score of -100 would indicate that employees feel much worse about working from home across each element.

**Talk to us  
about supporting  
your new way  
of working**



10

## Talk to us about supporting your new way of working

The move to hybrid working creates many opportunities to improve the way our organisations connect, collaborate, communicate and get things done. IT leaders will be instrumental in making the right changes happen—and Slack is here to help.

**Get in touch** to learn more about how we've supported other organisations to meet the challenges of the new world of work—and how we can support you too.

“

This isn't some far-off future; this is now, and next year, and the year after that, if we only embrace the opportunity to reimagine and the responsibility to reinvent.”

**Stewart Butterfield**, Co-Founder, and CEO, Slack





## About Slack

Slack has transformed business communication. It's the leading channel-based messaging platform, used by millions to align their teams, unify their systems, and drive their businesses forward. Only Slack offers a secure, enterprise-grade environment that can scale with the largest companies in the world. It is a new layer of the business technology stack where people can work together more effectively, connect all their other software tools and services, and find the information they need to do their best work. Slack is where work happens.



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