Transform your customer service with real-time, white-glove support

Boost customer loyalty by delivering personalized, premium support using Slack

slack

Table of contents

Customer expectations are soaring

These days, when deciding what company to choose—and stick with—customers expect a lot. In Salesforce's "**State of the Connected Customer**" report, 60% of service professionals say expectations increased during the pandemic, 48% of customers say they switch brands for better customer service, and 94% say good customer service makes them more likely to make another purchase.

In addition to meeting elevated customer expectations, key business objectives are shifting to reflect a focus on efficiency, cost savings, and doing more with less. For service teams, the modern world's omnichannel approach results in an increased number of more complex cases at any given point—along with customers who are harder to please.

But many companies treat all customers the same way, unequipped to prioritize their issues. Without clear avenues to share critical feedback and help companies better solve their needs, customer satisfaction plummets. The lack of personalized service, especially for key customers, partners and vendors, leads them to take their business elsewhere.

So how can you succeed in meeting higher client expectations today? The short answer is by using a productivity platform that helps teams be more efficient with automations, equips them with the knowledge and insights they need, and empowers them to drive their own productivity.

In this guide, we'll explore how you can use Slack as your productivity platform to enable your agents to:

- Accelerate work with automation using no-code workflows
- Share and search knowledge to ramp up new agents and empower them to solve customer issues quickly
- Connect and engage with everyone using flexible and secure tools to strengthen customer relationships

Boost performance and customer loyalty with Slack

With Slack, you can prioritize key customers and provide them with premium support to **strengthen customer relationships**, improve customer satisfaction and drive loyalty. The level of care you can offer your customers with Slack can do more than elevate your customer experience—it can be a major competitive advantage for your business and your secret sauce to customer retention.

By using **Salesforce Service Cloud and Slack** together, support agents can solve customers' complex issues faster with the right experts using **swarming**. **Slack's Workflow Builder** reduces context switching by automating routine tasks, giving agents more time to support key customers. And **Slack Connect** allows you to collaborate directly with your customers, partners and internal experts to provide **more attentive, personalized service** at scale. By working together in **channels**, you can extend all the same benefits of Slack's enterprise-level security, integrations and workflows to people outside your organization—making it easy to resolve issues faster for customers.

Without Slack	With Slack
• No prioritization for key customer, partner or vendor issues	• Personalized service for key customers, partners and vendors
• Repeated escalations slow down resolution time	• Instant cross-collaboration enables faster resolutions
• Critical feedback gets lost	• Faster response to critical feedback
• Decreased customer satisfaction	• Increased customer satisfaction

Give every customer a white-glove experience

Empathy is a cornerstone of differentiated customer service, but it's also elusive: 73% of customers expect companies to understand their unique needs and expectations, yet 56% say most companies treat them like a number.[1] This makes personalized service and genuine customer connections extremely important, particularly for your largest customers, who want peace of mind that their problems will be swiftly resolved.

The problem is that most companies treat all customers, partners and vendors the same way and are unable to prioritize their issues.

For example, let's say a key business customer has an issue with their web services provider. They call customer support but have to wait on hold to get connected to an agent. Understandably, the customer feels frustrated, because they're a key account for the provider—they subscribe to all their products and spend a hefty amount with the company each year. Making them wait even 15 minutes on hold is 15 minutes too long. The customer wants to ask for prioritized service, but they don't have a direct line of communication with the cloud provider. The customer ends the contract and switches to a competitor with better customer service.

With **Slack Connect**, the same customer would have an external **Slack channel** with their dedicated support team, where they could post any issue. An available agent prioritizes the customer and, if the issue is complex, loops in the right cross-organizational experts to help solve the problem quickly. The customer is pleased with the fast resolution and personalized care, and they reward your business with their long-term loyalty.

Deliver premium service for key customers with Slack Connect*

3x	**11.4%**	**15.7%**
faster ticket resolution	avg. increase in customer satisfaction	avg. improvement in customer effort score[2]

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*Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.

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[1] Salesforce "**State of the Connected Customer,**" May 2022

[2] "**The Total Economic Impact of Slack for Service Teams,**" a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021. Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.

Resolve issues faster with the right experts with swarming

When agents encounter particularly complex or high-severity challenges, they often rely on those outside their immediate team. In fact, escalations are up 68%, which leads to more than just burnout. Along with customer experience, agent experience is increasingly important: annual agent turnover is now as high as 58%, with increased workload being cited as the top reason why.[1]

"Not only are cases being solved more quickly, but we're building a collective knowledge base in Slack that agents can reference. This sets us up to solve issues even faster in the future."

Jim Roth
Executive Vice President of Customer Support, Salesforce

If businesses continue to provide a poor customer experience by escalating difficult cases to managers, it won't solve the problem. In fact, 83% of customers expect to be able to resolve complex problems through one person.[2] Long resolution times and multiple handoffs for complex cases are frustrating for everyone. Simply put, siloed service teams can't succeed in this climate.

Salesforce support cracks tough cases with swarming

26%	**58%**	**4.7–5**
decrease in case resolution time	decrease in case reopens	customer satisfaction score (CSAT)[3]

[1] Salesforce "**State of the Connected Customer,**" May 2022
[2] Salesforce "**State of the Connected Customer,**" May 2022
[3] Salesforce blog, "**How Our Support Agents Use Case Swarming with Slack to Solve Cases Fast**"

This is why we need to completely transform the **customer experience** with collaborative, tierless support. With **Service Cloud and Slack**, agents can now start a **swarm** from wherever your teams work: either **directly from Slack** or from Salesforce's **Service Cloud Console**.

The agent will assign swarm members based on their skills, capacity and availability. Swarm participation is tracked in Salesforce, giving teams and leadership visibility to a **prebuilt dashboard** that showcases top swarm participants and the impact of swarming on key service metrics. This gives you the information and insights you need to create the most effective, collaborative service model possible.

Swarming builds customer loyalty by reducing case handoffs and escalations. Instead of getting passed around from one agent to the next, customers maintain a single point of contact. Agents benefit from real-time coaching and learn new skills by staying involved in the resolution process.

## Make it easy for customers to provide feedback and suggestions

According to a **SurveyMonkey poll**, 85% of consumers say it's important to be able to share feedback with companies whose products or services they buy. A cornerstone of any successful business, feedback ensures your customers feel valued, appreciated and heard. It also gives you the opportunity to meet (and exceed) their expectations about your product or service.

In addition to collecting input directly from the customer in your channel, you can use Slack's **Workflow Builder** to make the processes of submitting issues, feedback and suggestions even more seamless and intuitive.

For example, at the end of an interaction with a customer, you could program an automation to prompt them to rate their experience and submit feedback on their own time. The information can then be fed into a channel of your choice—perhaps depending on what department it might relate to—and the relevant stakeholders can address the proposed changes quickly and efficiently.
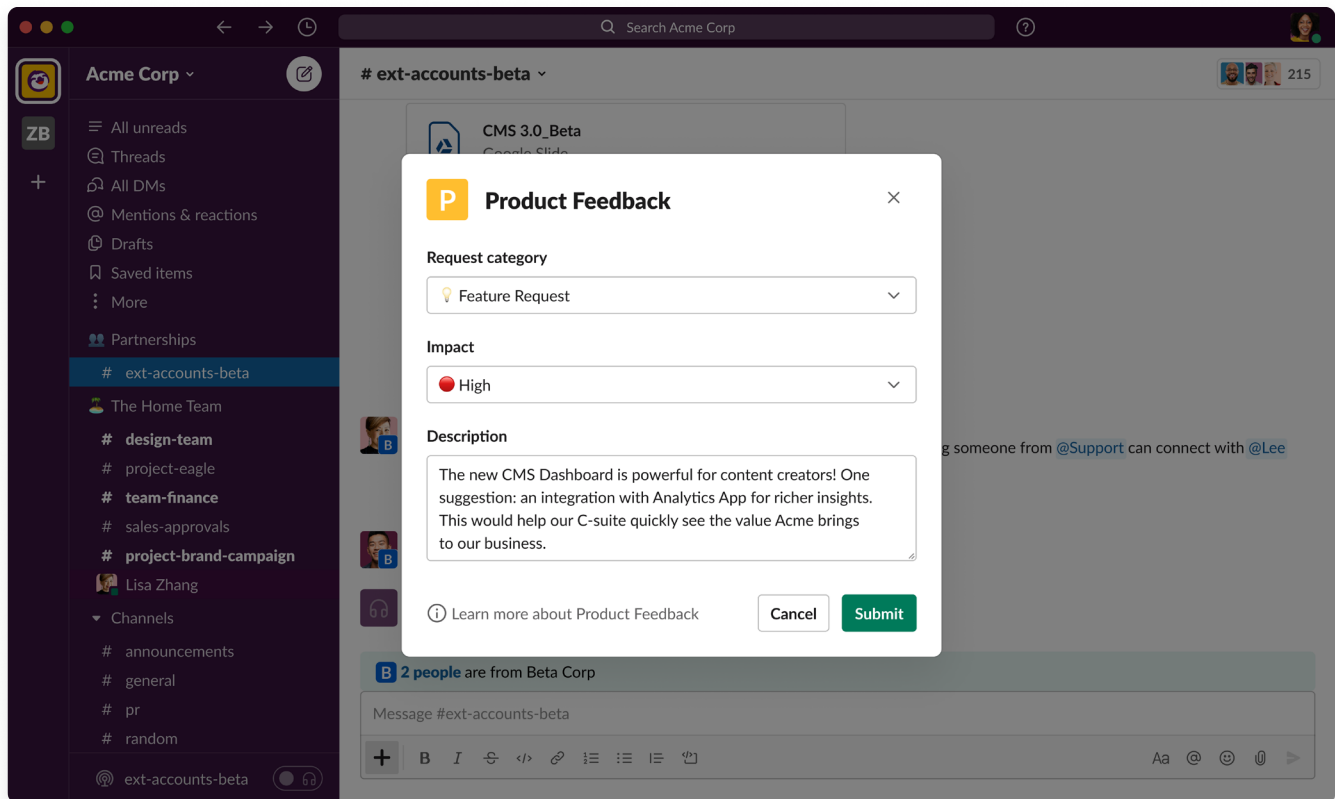
By capturing feedback and proactively sharing updates in a central place, you can build trust with your customers, strengthen customer loyalty, and reduce cost per ticket by 15.1% on average.[1]

"Our team uses Slack to bring in cross-functional partners, such as product or market operations, who we work with to implement shopper feedback as quickly as possible."

Jake Shackelford
Operations Lead, Shipt

[1] "**The Total Economic Impact of Slack for Service Teams**," a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021

Fastly scales proactive, top-notch customer service in Slack channels

The flexibility and versatility of Slack mean every business and department can customize their workflows to whatever works best for them. As an edge cloud platform, Fastly prioritizes uptime for clients that include Vimeo, Pinterest and the New York Times. The company is responsible for ensuring that its customers' online applications, data and content are readily accessible 24/7, which means **speedy, top-notch customer service** is paramount to its success.

Fastly has a customer satisfaction rating of 98%—a key differentiator in a competitive field. To set the bar even higher, it sought out Slack to connect with customers in a collaborative way that enables the company to solve problems faster, and sometimes before they even begin.

"Slack made the most sense. We used it internally for cross-department communication and realized we could use it with customers too. It was a way to get that chat feel in a more scalable, accessible manner."
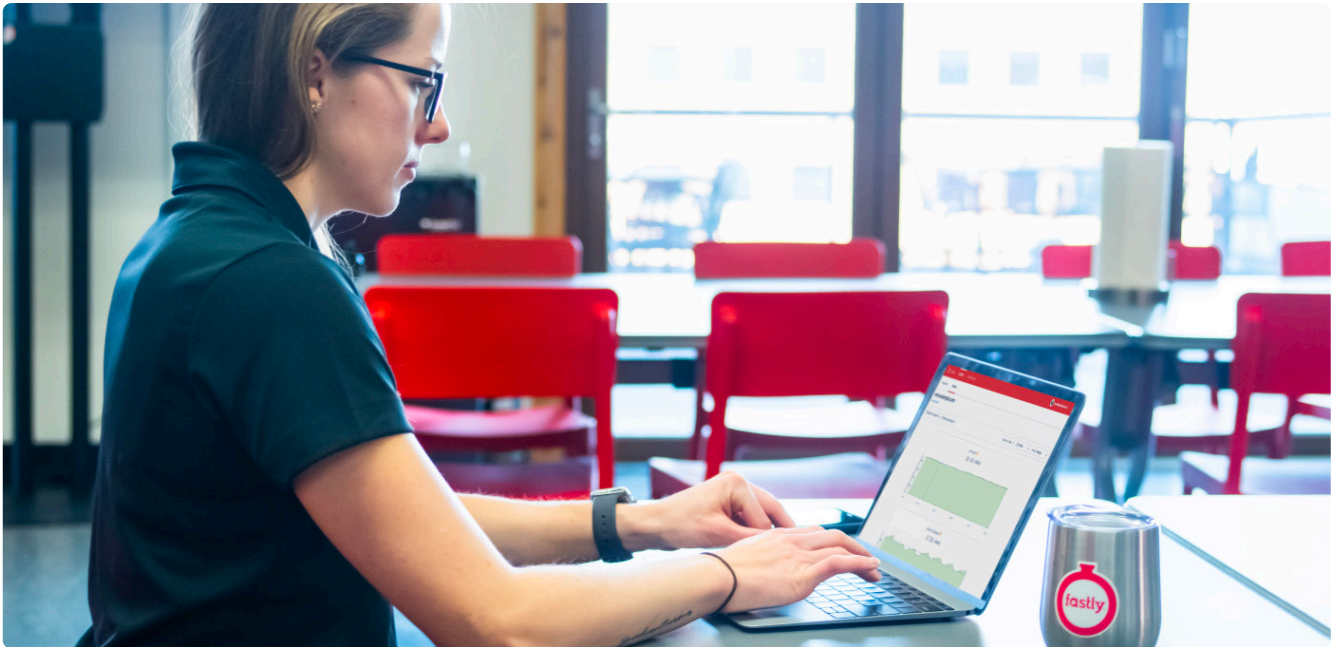
Kami Richey
Director of Customer Experience, Fastly

As part of its premium support package, Fastly offers enterprise customers a dedicated Slack Connect channel. "We hear back from our customers that we're like an extension of their team, and part of that feeling definitely comes from the fact that we use Slack," says Fastly's senior director of customer experience, **Kami Richey**.

Uptime is important for all Fastly customers, she adds, "so they need an immediate response if they notice something suspicious." Thankfully, Fastly's global support team is 24/7. If customers experience an unexpected wave of traffic, they can **@mention** a specific Fastly team member or type **@support** in their Slack channel to draw attention to the issue. "You actually see people come into the channel and start participating," Richey says, "whereas in an email thread, a lot of that's done out of sight of the customer."

After a customer support event, Fastly reviews the process, protocol and customer feedback to identify any areas of improvement. A Slack channel keeps track of customer satisfaction and sends updates directly to executives. **Kim Ogletree**, Fastly's chief customer officer, personally reaches out to customers who need extra support and will then assign action items to the right department in the channel—product feedback goes to the product team, service issues to the customer service manager, and so on.

Just like Fastly, you can continue to raise the bar with white-glove customer service. In fact, Slack customers have a 9.2% average increase in NPS with Slack.[1]

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[1] "**The Total Economic Impact of Slack for Service Teams**," a commissioned study conducted by Forrester Consulting on behalf of Slack, 2021

A quick guide to using Slack Connect

Designed to replace email, **Slack Connect** makes the work that happens with external organizations, customers and clients not only faster but more productive and more secure.

Just like with Slack, you can use either **direct messages** or **channels** to connect. Let's say you're working with a key enterprise customer and want to ensure they have a direct line to your team. Once you're ready to get started, you'll send them an invite to a direct message and can start chatting as soon as they accept.

Have a long-term relationship? No problem. Just follow the steps below.

1. Create the **channel** by clicking the + button next to **Channels** in your sidebar. Name it, choose your privacy settings, and click **Next**.
2. Follow the prompts to send the invite to those outside your workspace. You can even send your customer an email invite right from Slack.
3. Once your customer accepts, they'll be taken to Slack, where they can set everything up on their end.

Tip: Depending on your settings, the invitation to collaborate on Slack Connect may need to go through admin approval. Admins can manage channel invitations by clicking on their **workspace name** > **Administration** > **Manage shared channels**.

To share a channel, you'll need to be on a paid plan. For more info, check out our **pricing and plans**.

A productive team produces high-quality customer service

The next time a customer comes to you with a complex problem, your agents won't panic or guess. They'll seamlessly loop in all the experts at your organization to find the best and swiftest resolutions for your key customers, tapping into all the relevant case, incident and customer data from one spot. Whether it's a security attack, service outage or other incident, your team will have the agility to respond in a way that not only solves the problem but maintains customer trust and loyalty.
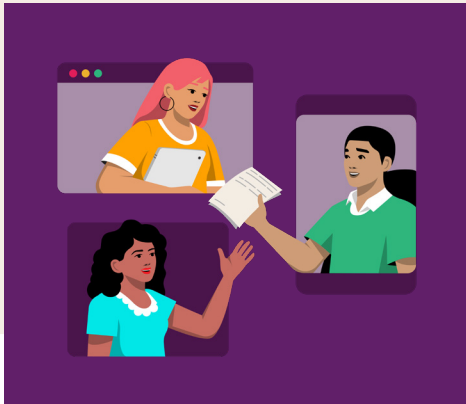
Stop escalating and start tapping into your service productivity potential with Slack. Talk to our experts to find out how you can deliver premium white-glove support.

Learn more →

About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit **slack.com** or connect with us **@SlackHQ**.