

Connect with customers in a new way



Grow your accounts and maximize customer loyalty by bringing sales reps closer to customers in Slack

Traditionally, sales reps relied on in-person interactions—pitch meetings, conferences, lunches and celebrations—to build relationships with prospects and customers. But suddenly in March 2020, those exchanges were off the table. The pandemic accelerated changes to the sales profession already in motion: Virtual selling had, irrevocably, become selling.

Today's hybrid workplace requires sales reps to rethink how they build rapport, and most critically, customer trust. Emails, video calls and texts don't cut it anymore. This

is especially true when distributed sales teams need to connect with each other and customers on the fly.

Slack bridges the gap by bringing sales teams and their customers into a shared digital space that's wrapped in layers of enterprise-grade security. Slack Connect extends channel-based messaging to everyone—both inside and outside an organization. With Slack Connect, sales teams can build stronger relationships and shorten deal cycles, no matter where their customers are located.

ENGAGE WITH CUSTOMERS IN REAL TIME

Slack Connect removes the formality and lag time associated with email and in-person meetings. With channels, sales reps are empowered to build deeper, differentiated partnerships by moving conversations out of siloed inboxes, meetings, and video calls and into a collaborative workspace.

In Slack Connect channels, sales teams can nurture deals with a customer's full history in view. Both parties can regularly check in, exchange feedback and update one another on progress or blockers. Reps can instantly loop in product experts, who can then review past conversations and address any customer questions.

When it's time to close the deal, reps can tag in finance and legal team members to hash out the final details with the customer. And when it's time for approvals, stakeholders have complete visibility into the deal details so they can raise questions early and swiftly approve the final terms.

4x

faster deal cycles with Slack Connect

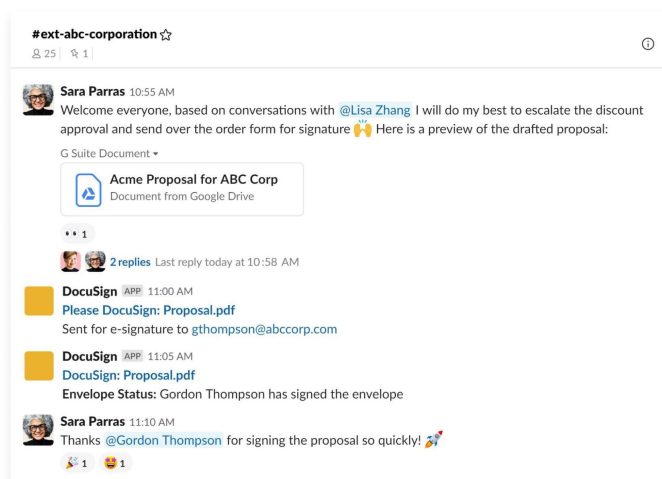
Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.

stripe

“Historically, the gold standard of a deep relationship with sales was getting the person on text. Now the gold standard is getting them into a Slack channel.”

Jeanne DeWitt Grosser

Head of Americas revenue and growth, Stripe



MAXIMIZE CUSTOMER RETENTION

Slack enables teams to anticipate and act on customer needs that emerge after the contract is signed. When teams connect their CRM and revenue intelligence tools with Slack, they gain a holistic view of customer relationships and activity. Taken together, these insights give reps the information they need to offer top-notch customer service.

By integrating CRM and sales tools with Slack, reps can pull customer records into channels. This gives stakeholders all of the context, without the switching, to quickly address customer issues. With automated channel updates, account managers can communicate changes at scale and spend more time addressing questions and helping customers realize the full value of their product or service.

60%

faster responses from customers with Slack Connect

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

splunk >

“Slack really allows me to connect to my customers in a different way. I want them to think I’m an extension of their company, and anytime they have questions it’s very easy to connect. Slack is a great way for me to help them get what they need faster.”

Kelly Kitagawa

Former customer success manager, Splunk

The screenshot shows a Slack channel named "#ext-tupelo-systems". The channel has 25 members and 1 message. A "Success Bot" (APP) message from 10:55 AM says: "Hi Tupelo team, we wanted to share an exciting product update with you!". Below this is a "What's New? Overview Video" link. A bulleted list follows: "Pricing Engine is a no code tool that allows your team to price your merchandise with a few clicks!" and "Pricing Engine is an add-on to your existing toolset. For more information, reach out to your sales rep!". A text prompt asks: "Please let us know if you have any questions!". A user "Shruti Vasa" (11:00 AM) replies: "I think we could benefit from this. Can we get more information @Matt Brewer?". A green checkmark icon with the number "1" is next to her message. A user "Matt Brewer" (11:05 AM) replies: "Sure thing @Shruti Vasa, look out for a calendar invite!". A thumbs up icon with the number "1" is next to his message.

STRENGTHEN THE VOICE OF THE CUSTOMER

With Slack Connect, organizations can quickly turn customer feedback into the new product features users crave. When customers share feedback in channels, sales reps and account teams are at the ready. This input can be swiftly routed to the product team via internal channels, and reps can seamlessly share the outcome back with the customer.

Teams can also bring CRM data into channels to inform project prioritization. This helps organizations release in-demand features, making it easier to push deals across the finish line. Slack Connect keeps the customer's voice at the center of product development and design so that companies can retain an edge over the competition.

60%

time saved in feedback cycle

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

fastly

“With Slack, the customer can pull in more people, we can pull in more people, and it becomes a collaborative discussion to solve a problem or answer a question.”

Kami Richey

Director of customer experience, Fastly

The image shows a Slack channel interface for #ext-tupelo-systems. A message from Shruti Vasa (@Shruti Vasa) at 10:55 AM says: "@Matt Brewer the new pricing engine looks great, it's g feedback is that the conditional logic needs to have mor". Below it, a message from Matt Brewer (@Matt Brewer) at 11:00 AM says: "@Shruti Vasa Thanks for taking the time to share feedb the opportunity to hear from our customers & your inpt I've logged your comments and we are tracking this as a request on my side & will let you know as soon as there". To the right, a 'Share this message' modal is open, showing the message content and a 'Share with' dropdown menu set to # feedback-product. The modal also includes a 'Copy Link' button and a 'Share' button.

Innovative enterprises across the globe work in Slack Connect

More than 91,000 Slack customers rely on Slack Connect to collaborate with external partners.

