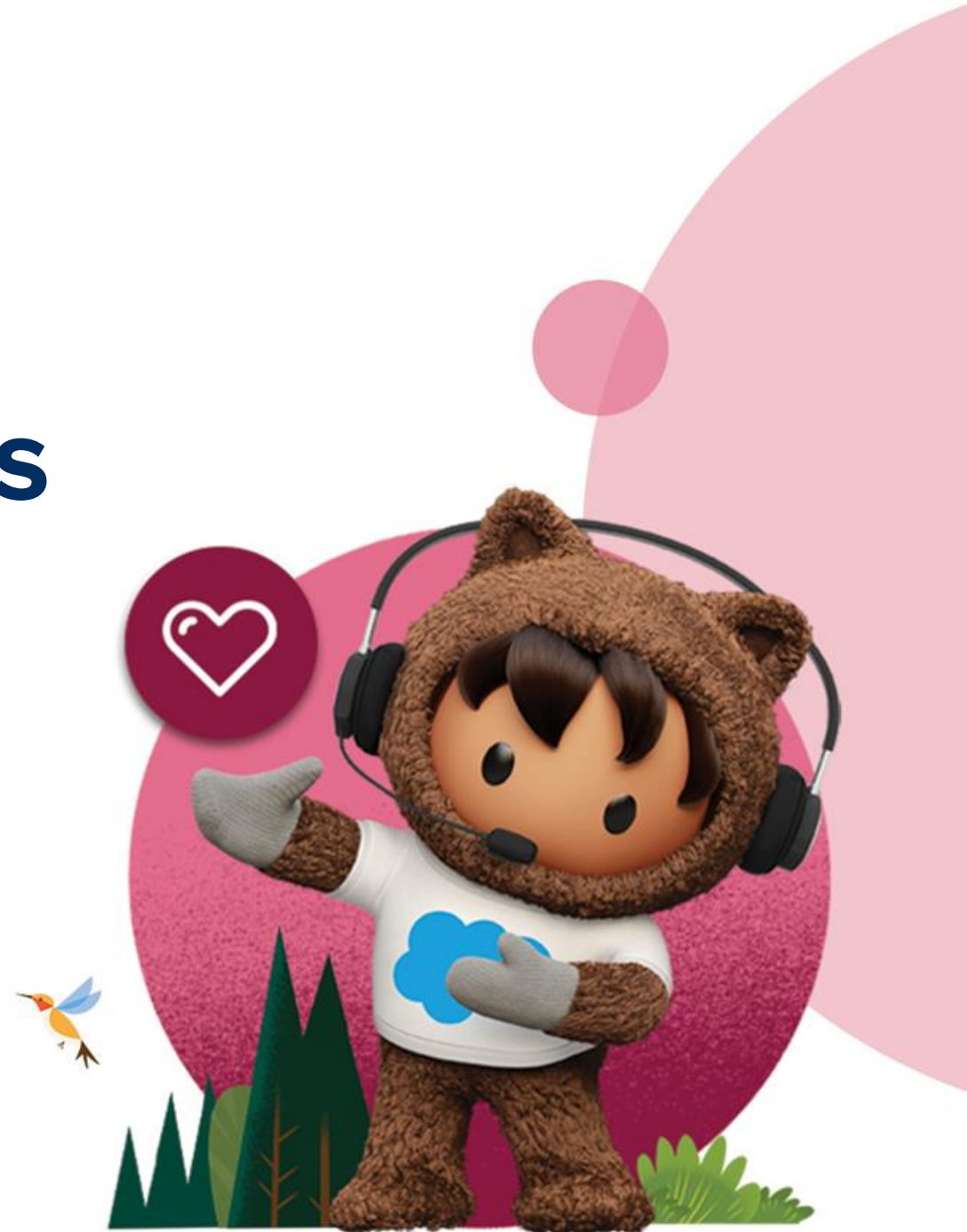
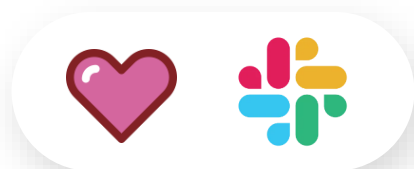




EMEA Service Masters Experience

Meet Slack-First Service



Meet Slack-First Service

When Work Flows, Satisfaction Grows



Chet Chauhan
Vice-President
Product Management



Slack-First Service Overview

salesforce

- The new Service Landscape
- Slack-First Service
 - Overview
 - Use Cases
 - Roadmap
- Lead Pass Program
 - Concept, Rules & Eligibility
- Q&A

Learning Objectives

- Understand the need for Slack in today's Service Landscape
- Articulate Slack-First Service Use Cases
- Understand the Lead Pass program and how you can benefit from it



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Have you had
any Sales
Conversation
with a customer
about Slack-First
Service?



The Customer Service Playbook Has Changed



Service agents are now knowledge workers

1 | Case Difficulty



77%

of agents say automating routine tasks allows them to focus on more complex work

Source: 2020 State of Service

2 | Business Complexity



55%

say the pandemic has resulted in “permanent changes to our organizational strategy.”

Source: IBM

3 | Distributed Work



76%

of customer service and support functions have 80% to 100% of their staff working from home

Source: Gartner



New Ways of Operating Require New Ways of Working



Collaboration is key to true customer loyalty

Today

Reactive service updates

Multiple handoffs

Siloed service

Disconnected service

Tomorrow

Proactive case updates

One case owner

Company wide collaboration

Personalized and connected engagement

Your Customer



salesforce



Meet Slack-First Service

When work flows, satisfaction grows



Mobilize Your Entire Company GA Spring '22

Respond to customers faster by getting real-time support from experts with Case Swarming

Accelerate Incident Management GA Summer '22

Bring teams together to rapidly problem-solve on a major incident impacting multiple customers

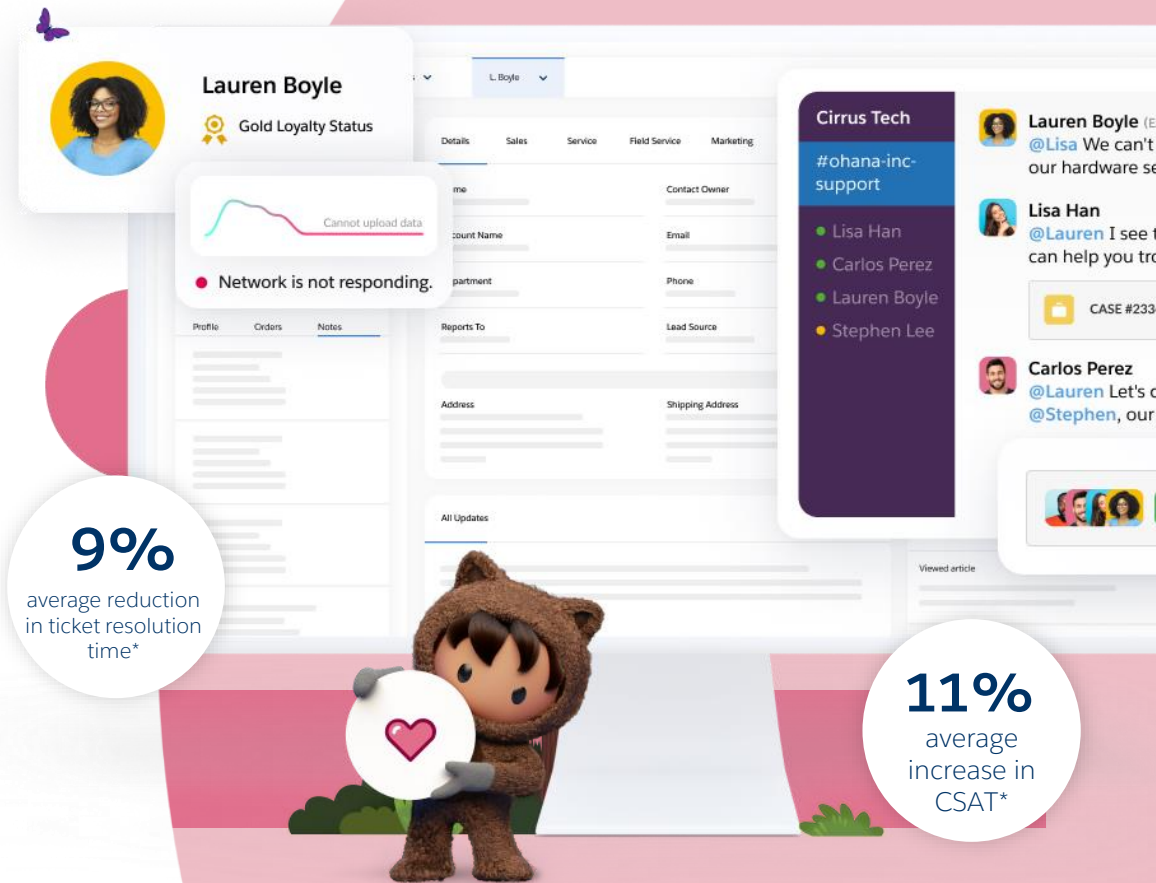
Personalize Service for Key Customers

Provide B2B customers with direct access to support through a dedicated Slack Connect channel

Find Answers Faster

Make every agent an expert by intelligently surfacing relevant messages, files, channels, and people.

*Source: "The Total Economic Impact™ of Slack for Sales Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, April 2021.



Mobilize Your Entire Company with Case Swarming

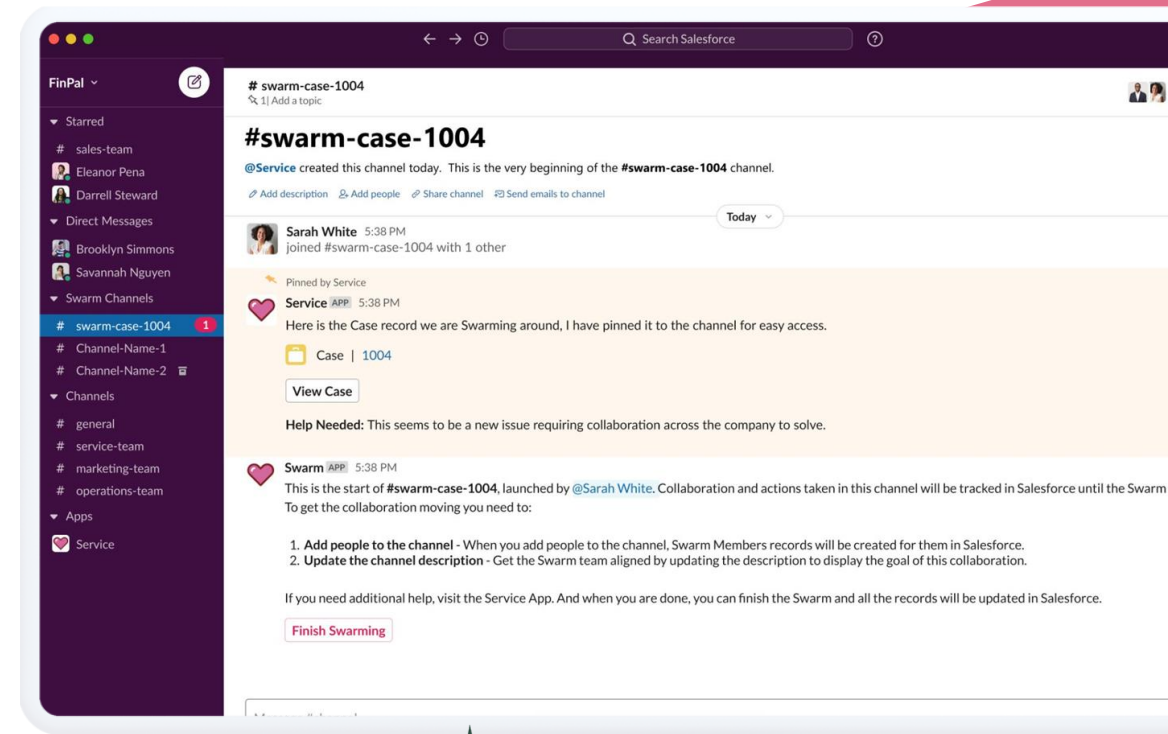
Connect agents with experts across the enterprise to quickly swarm on cases for faster resolution

Delight customers by maintaining consistent case ownership for complex issues

Track and recognize swarm participants for their collaboration and impact on service metrics



GA Spring '22



Accelerate Incident Management

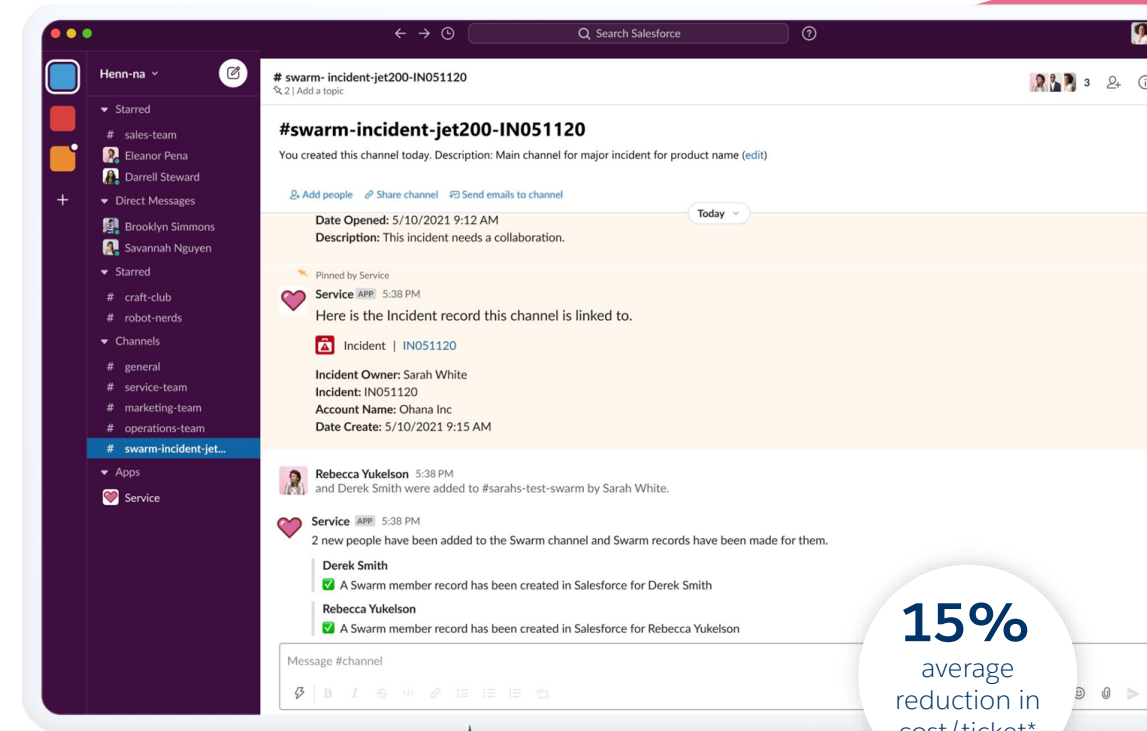


GA Summer '22

Streamline incident resolution by bringing together cross-functional swarm members

Easily switch between messaging, voice, or video while preserving the context and history

Build customer trust by keeping impacted customers informed in real time with Slack Connect



15%
average
reduction in
cost/ticket*

"The Total Economic Impact™ of Slack for Service Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, April 2021.

Personalize Service For Key Customers with Slack Connect

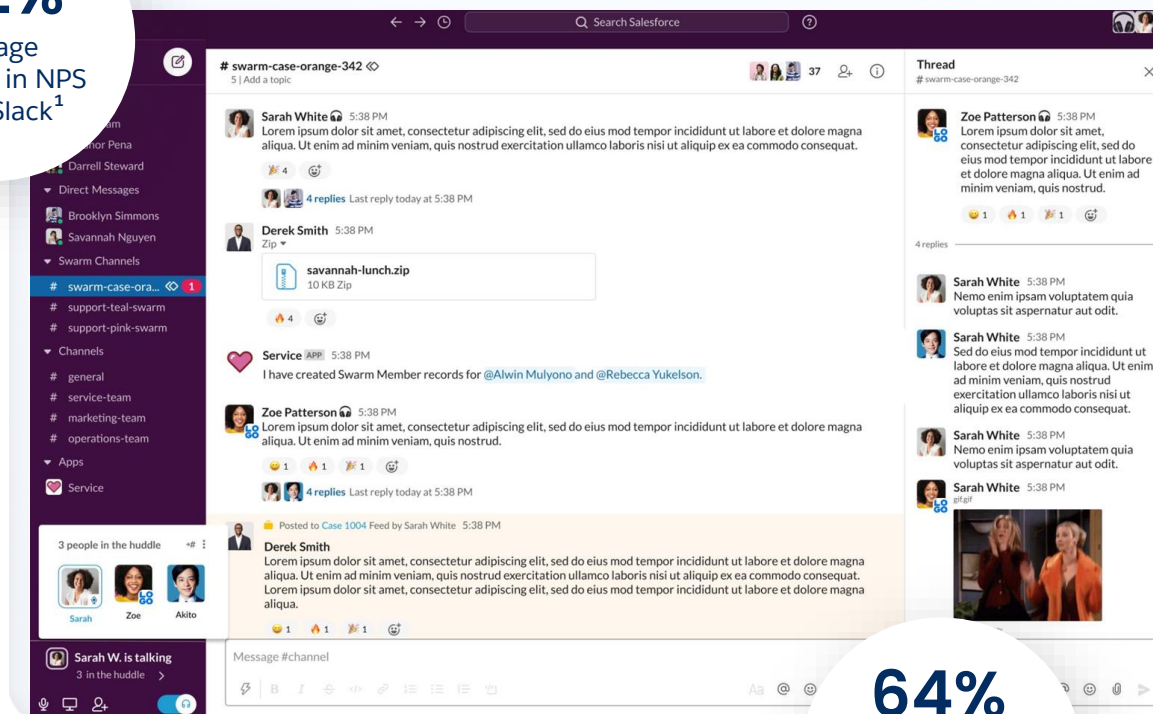


Provide personalized, dedicated support with a direct line of access to customers

Bring customers, vendors, partners, and experts—and all of their tools— together for real-time issue resolution

Strengthen customer loyalty with a central place for capturing feedback and proactively sharing updates

9.2%
average
increase in NPS
with Slack¹



64%
decrease
in backlog
tickets with
Slack Connect²

¹ "The Total Economic Impact™ of Slack for Service Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, April 2021.

² Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization

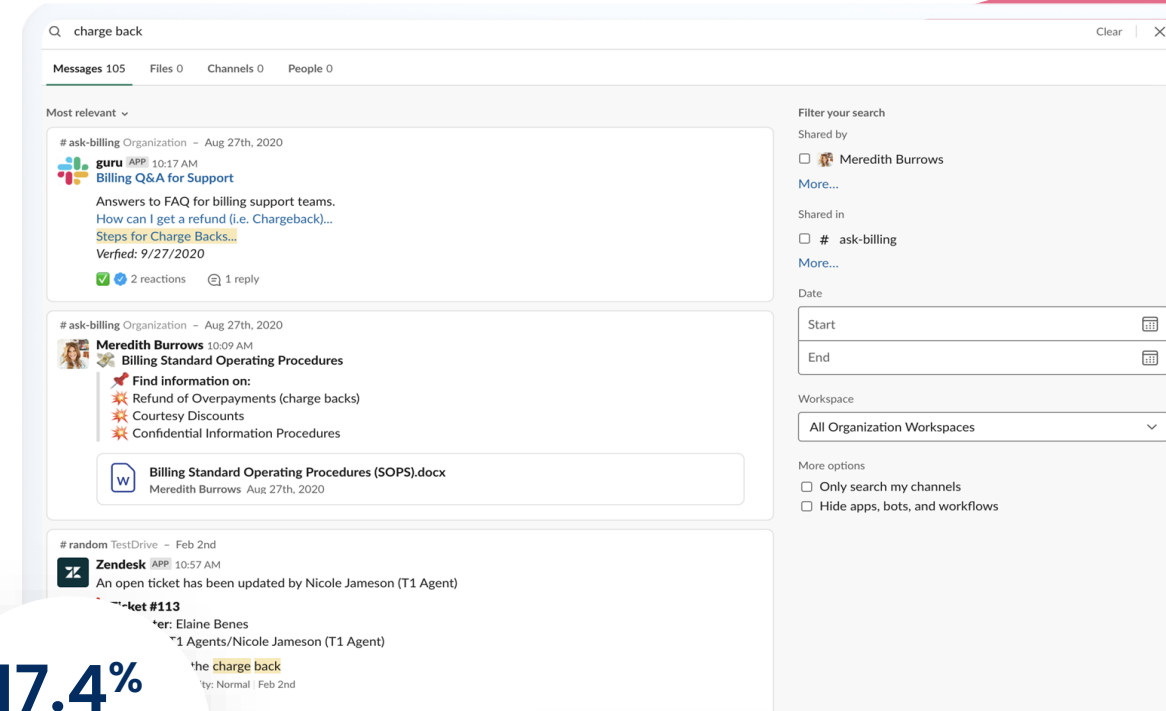
Find Answers Faster



Quickly access help across the organization through centralized topic-specific channels

Empower agents with a central place for peer-to-peer learning, where teams can access the full history of service topics and issues

Reduce escalations with predictive search results that surface relevant messages, files, channels and people



17.4%
average
reduction in
escalations*

Roadmap



**Customer Pilot:
Case Swarming
and
Service Slack App**

**Case Swarming
GA**

**Service Slack
App GA**

Slack Deal Close

Limited
Customer
Research

**Internal Pilot:
Case Swarming
and
Service Slack App**

**Dreamforce
2021**

**Incident
Management
Swarming GA**

June

July

Aug/Sept

Winter '22

Spring '22

Summer '22



salesforce



Lead Pass: Recipe for Success



Build pipeline for Slack to drive ACV and earn up to 3x in commission!



Collaborate with Slack

Unlock new levels of visibility and collaboration with your Slack AE through auto-created Slack Channels



Qualify Slack

Answer Lead Pass qualification questions tied to C360 methodology entirely in Slack



Nail the Story

Articulate to your customer why Slack is a must have



Engage your Customer

Listen to your customer to bring your lead to a stage 2 opportunity

FY22 Slack Lead Pass Incentive Program



4 Slack plays guiding the principles of our Lead Pass Program:

- Generate New Slack Logos
- Expand Invoice Customers
- Convert Self-Serve To Invoice
- Target Slack's Top Accounts



Effective Period: July 21, 2021 - Oct 31, 2021

Eligible Roles*:

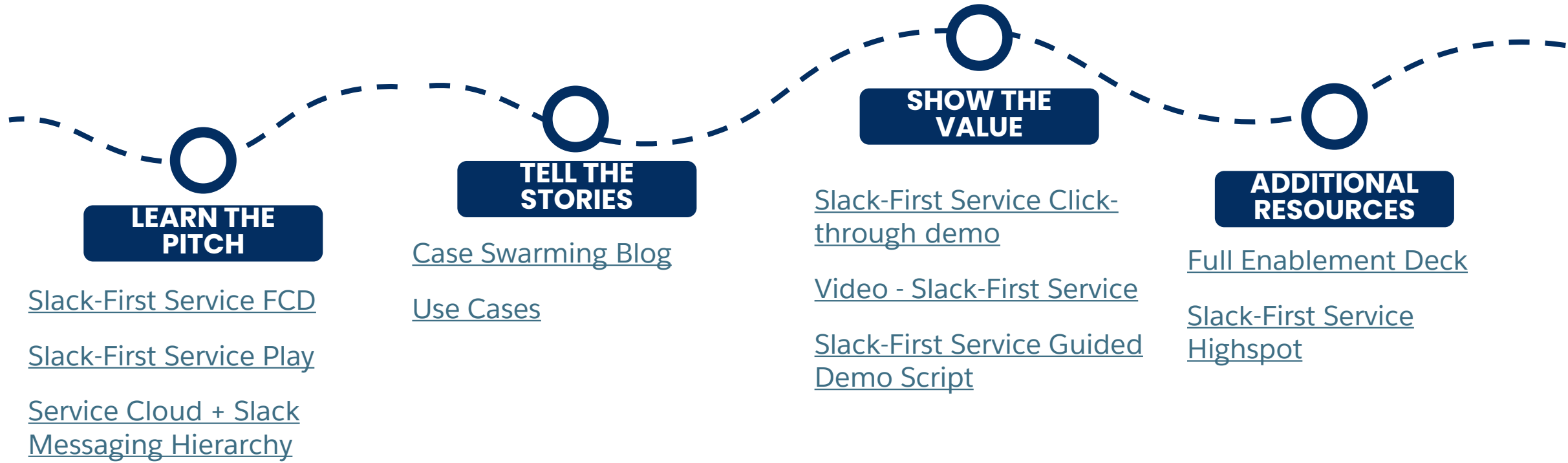
- Core AE and Management (incl ECS + GPS+ SFDO)
- MC Prime (incl MC ECS), Digital Prime & Service Prime AE (incl CRM Prime) and Management
- Excluded at the onset: Commerce, Mulesoft, Tableau, Industry AE

Eligibility Criteria: Lead **MUST be passed** and closed within Incentive

Role	Qtr	Existing Invoice Customer	New Slack Logos
Core	Q3	1x Quota Credit 3x Commissions	1x Quota Credit 3x Commissions
Prime Cloud	Q3	3x Commissions	3x Commissions

* Additional eligibility details can be found at Slack LP [FAQs](#)

Continue Your Learning On Slack-First Service



Slack: [#help-sell-service-cloud](#)



Any Questions?

