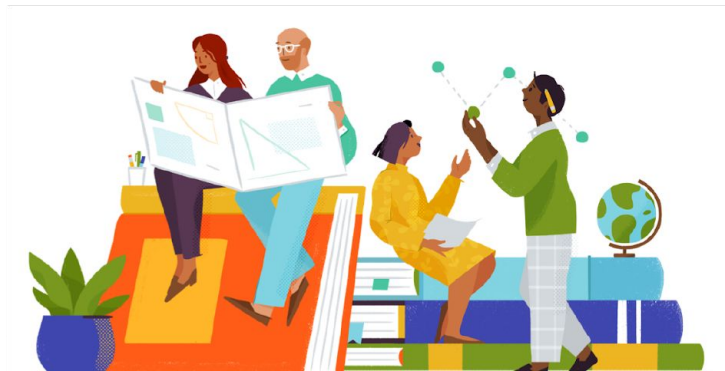
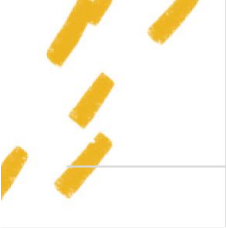


Slack.0 Demo Guides

Vish Mittapalli

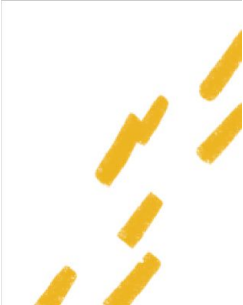




“”

“Sell the problem you solve,
not the product.”

– Someone wiser than me



HR-Recruiting

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used throughout the full Recruitment life cycle. There are multiple (redundant) interview channels, offer channels, and hiring. Slack can help solve for key points of friction in the recruiting process which ultimately can help companies reduce time to hire, hit hiring goals, and act/close candidates faster. We demonstrate this by highlighting how our customers have redesigned their recruiting processes using Slack. Additional Resources here if needed: [Link](#)

Clickpath (story) : #hc-approvals-mrkt → #hiring-mrkt-mgr-sf → #intv-mrkt-mgr-sf → #offer-peter-johnson → #new-hires-3-15

Bots/Apps : LinkedInBot, HiringStatsBot, Greenhouse, DocuSign

- **#hc-approvals-mrkt** = As a hiring manager, I can post head count requests in a secure private channel, and obtain sign off from multiple executives that are typically involved such as the CFO
- **#hiring-mrkt-mgr-sf** = We can create a secure private channel for the position itself in which recruiters and cross functional stakeholders can discuss things like finalizing/agreeing on the job description, view/post candidate pipelines, and more
- **#intv-mrkt-mgr-sf** = To centralize our interviews for a specific position, we have a dedicated channel in which we discuss the progress of specific candidates for this position; we even leverage this to see how we are tracking against our hiring metrics
- **#offer-peter-johnson** = We can create a secure channel with cross functional parties to collaborate on his offer package; typically this takes many different sensitive conversations scattered across many threads and may involve tools like DocuSign
- **#new-hires-3-15** = Peter can join our cohort of new hires and have one location with all the info he needs to hit the ground running

Project Management

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for Project Management. The story describes the launch of a Company's Website redesign project, code-named Echo. Slack transforms how project management is done by bringing together the tools and information people need to stay on target for project deadlines, provide consistent visibility on the status of a project, and digitize meetings to bring more time back for higher value activity. This solves for key problems many organizations face around lapsed deadlines, over budget projects, or even missed revenue opportunities due to internal inefficiencies. Additional Resources here if needed: [Link](#)

Clickpath (story) : #proj-echo-team → #proj-echo-trello → #proj-echo-standup → #proj-echo-milestones → #proj-echo-go-live

Bots/Apps : Trello, StandupBot

- **#proj-echo-team** = We created a project team channel where everyone involved can have miscellaneous project-related conversations, bring in integrated files, and use Slack functionality to get full understanding to the genesis of this project
- **#proj-echo-trello** = To keep us all aligned since we use so many tools, we use Slack to integrate our team and tools to manage the updates to our project using Trello
- **#proj-echo-standup** = To focus on higher value activities, we've removed physical standup meetings in favor of being able to digitize our meetings and provide more transparency and opportunities to help our team in order to truly get work done within Slack
- **#proj-echo-milestones** = Our team can integrate file shares into the flow of conversation, and enable an easy way for new teammates to catch up by pinning critical information/docs
- **#proj-echo-go-live** = An engineering channel to monitor the deployment of the new site and provide a central place to troubleshoot

Marketing

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for a Marketing department. Marketing teams can leverage Slack to perform research, centralize asks of the marketing team for customers, brainstorm and ideate, and plan upcoming events. With Slack, these organizations can transform how they Market their brand and product solving key problems within the industry around campaign management and team collaboration. Slack is demonstrated along the lines of how many of our key customers' Marketing Departments have seen success. For more information on Slack for Marketing, click here: [link](#)

Clickpath (story) : #plz-customer-marketing → #marketing-brainstorm → #market-research → #outdoor-campaign

Bots/Apps : Harvest

- **#plz-customer-marketing** = We created a channel where teams are surfacing important customer feedback and ensuring there are consistencies in the feedback that feed into a brainstorm
- **#marketing-brainstorm** = Our one stop shop to ideate and discuss feedback for the beginnings of a campaign that may turn into a new product or feature we're going to release
- **#market-research** = Breaking down barriers and silos, teams can collaborate on research and consolidate shared files in an easy-to-find location; conducting testing of new content to see how it resonates with subset of customers, and using @ mentions for clear action items
- **#outdoor-campaign** = Where it all comes together, the new product/feature, the synthesized output of the brainstorms, and the messages that will ultimately be put into the finished product while having direct visibility of budget at all times

Finance

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for a fast-paced Finance organization. A finance team can leverage Slack to collaborate together on very important content with the help of automation and the Slack Platform, provide true value to the organization by cutting down having to answer FAQs with intelligent bots, and streamlining critical Finance processes such as accounting and handling of invoices. Slack is transforming how a Finance organization runs by reducing key challenges and points of friction so every Finance employee is focusing on the highest value tasks at hand.

Clickpath (story) : #announcements-fin → #proj-finreport → #accounting-marketing → #help-finance

Bots/Apps : HelpFinanceBot, Triage Bot, Slackbot, Trello, Statsbot

- **#announcements-fin** = Here, we can ensure the organization is able to easily access updates from finance and feel connected and motivated through automated updates on company goals as well as continue to drive transparency
- **#proj-finreport** = By integrating our team's project tracking tool, Trello, we're able to stay abreast of our initiatives without having to log into a separate tool, truly getting work done within Slack
- **#accounting-marketing** = In this channel, the team can streamline previously tedious processes such as invoicing while ensuring the finance team has everything they need but also make it easy for employees to do their own tasks
- **#help-finance** = With Slack, we're providing a simple and unobtrusive way for employees to pose questions and allow the finance team to spend less time answering questions while simultaneously ensuring employees get fast responses

Engineering

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for an organization that has adopted a DevOps way of working, integrating critical tools and applications and automating as much as possible. Slack has been a cornerstone for organizations making this transformative change, enabling Continuous Integration and Continuous Deployment. With Slack, companies are now able to release products faster, incorporate customer feedback, minimize disruption to service with automation, and ultimately drive customer growth and happiness.

Clickpath (story) : #monetization-standup → #devel-api → #alerts-data → #enterprise-feedback

Bots/Apps : Slackbot, Jenkins

- **#monetization-standup** = To focus on higher value activities, we've removed physical standup meetings in favor of being able to digitize our meetings and provide more transparency and opportunities to help our team in order to truly get work done within Slack
- **#devel-api** = Everything from pasting code snippets from our secure GitHub repository to piping in critical analytics from our toolsets, we can work together as a team to create new engineering products in Slack much faster than before with feedback, clarity, and context
- **#alerts-data** = Our organization can leverage Slack to truly blow out the competition by ensuring critical system alerts do not get lost in the noise of email but instead are centralized in a Slack channel and provide focus for triaging problems
- **#enterprise-feedback** = With Slack, we've created a shared space for all lines of business to easily provide feedback directly to the Enterprise Engineering team in order to continuously make our product better

Customer Support

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for a Customer Support department. With Slack, Customer Support organizations have removed traditional sources of friction by enabling CS teams to faster respond to customer issues, provide more streamlined escalation, foster community and knowledge sharing for many globally dispersed CS organizations, and drive transparency and collaboration between multi functional groups

Clickpath (story) : #cs-announcements → #cs-amer → #zendesk-tickets → #cs-incidents → #triage-support

Bots/Apps : Triage-bot, Zendesk, Standupbot

- **#cs-announcements** = Globally dispersed or not, a team specific announcements channel allows me to have a higher signal to noise ratio on events and information that directly impact my job as well as engage in culture building and knowledge sharing
- **#cs-amer/apac** = A place where I can share critical knowledge with my sub-region, collect feedback for upcoming team meetings, and quickly ensure new hires joining our team are able to have access to vital information to be successful quickly
- **#zendesk-tickets** = By integrating our support ticketing system, Zendesk for us, into Slack, I can not ensure multiple people are able to support ticket closures dramatically reducing our Mean Time to Resolution for customer support tickets and drastically raising NPS scores, but I can also take action within Slack and save precious time having to switch to other systems to do my work
- **#cs-incidents** = Centralizing incidents provides everyone visibility on issues and resolutions
- **#triage-support** = With Slack triage channels, we can unify sales and CS by providing a single face for our customers to reach out to for help and sales to escalate ensuring full visibility along the way of a ticket or issue; now Sales can be assured they are being helped

PR

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for Public Relations departments. Executives or individual contributors and small or large organizations alike share many challenges when it comes to having a streamlined and accessible PR team. These challenges can lead to misrepresentations within the organization, or lack of visibility with how a company is doing in their own's pace. Slack transforms how this department works in many organizations by enabling PR teams to be much more nimble and efficient, conduct better ways to broadcast information, and provide accessible help to users at these companies engaging in Public situations

Clickpath (story) : #pr-team → #daily-chronicle → #plz-pr-team → #pr-pmm

- **#pr-team** = Slack makes team meetings more efficient by letting members centralize key points in a singular location to drive discussion
- **#daily-chronicle** = A one-stop-shop for sharing important PR updates with the rest of the company and provide a place to track sentiment with Slack Emojis
- **#plz-pr-team** = With Slack, we can easily centralize requesting support for PR activities and opportunities that come up from anywhere in the company
- **#pr-pmm** = More specific cross-team collaboration channels enable better knowledge sharing and eliminate data silos by integrating critical file collaboration services like GDrive directly into the context of the conversation at hand

Incident Management & Response (IM&R)

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - Slack has been proven to be a critical asset in helping Incident Management & Response teams be more effective. IM&R is a critical process in any organization, and with Slack, teams are transforming how they solve problems faster, more efficiently, and create a knowledge repository as they go along — no more tribal knowledge that leaves when your star employee walks out the door. Slack does this today by providing features and functionality that bring the right people, tools, and information in dedicated locations, which we call Channels. Companies using Slack are able to identify and resolve issues more quickly, while ensuring everyone is kept in the loop without being bombarded by thousands of e-mail notifications.

Clickpath (story) : #announcement-ops → #triage-infrastructure → #cs-incident-summary → #announce-big-incident

- **#announcement-ops** = In incident management, our team typically is involved in many triage and urgent scenarios, so Slack makes it easy to view important and curated information such as what we are working on, where we are prioritizing, and other team updates when I have the bandwidth to do so
- **#triage-infrastructure** = When important incidents hit, our now digitally centralized teams can easily identify and “swarm” issues to rapidly find a solution; we’ve brought the best minds and all the right tools automatically sending critical information to the right place to find the right solution
- **#cs-incident summary** = Once an incident has been resolved, our team can get to work on creating a post-mortem and submit other critical information to be made available to cross functional orgs including things like PR statements and response-guides
- **#announce-big-incident** = When it matters the most, Slack lets our team organize first identity of very large-scale incidents in one place

Accounts and Lead Collaboration

Click Path and In-Depth Guide = [Click Me](#)

TL:DR - We've built a number of channels to narrate how Slack can be used for a Sales team that must work cross functionally with numerous organizations like legal, leadership, and engineering. The breeding team for any company, Sales team using slack are closing deals faster and keeping customers happier by bringing the entire collaboration lifecycle from customer engagement to deal closure and deployment within one unified communications platform. Sales team can bring in key insights from integrated CRM, and call upon cross functional assistance while easily providing completely visibility and information to get the deal done transforming how organizations grow their businesses.

Clickpath (story) : #sales-announcements → #accounts-burlington → #deal-requests → #deal-assignments → #sales-eng-help

Bots/Apps : Salesforce

- **#sales-announcements** = In the fast paced world of Sales with our heads down focused on customer acquisition, Slack lets us stay on top of key announcements and lets us share in the victories and learnings from our colleagues
- **#accounts-burlington** = I can organize all of my key accounts into single locations as I easily combine my team, my CRM tools, my account plans, my notes, unique sales assets, and my communication
- **#deal-requests** = To help close deals faster, our company can tie in Salesforce to ask for cross functional assistance
- **#deal-assignments** = Our Solutions Engineering leadership can clearly view all of their teams' pipelines to ensure the highest qualified activities are being worked on with the most information needed for success
- **#sales-eng-help** = With Slack, we can truly close any deal - small or large - faster with a quick focal point of access to our team's top engineers in an ask-me-anything environment