

# Deliver personalized support to top-tier customers and service partners



## The ecosystem of customers, partners and vendors is becoming increasingly complex.

To deliver immediate and highly personalized support to customers, businesses often need access to both internal experts and trusted vendors and partners. But quick collaboration between all these parties is often a challenge. Email chains are slow, meetings are difficult to coordinate, and ticketing platforms aren't the easiest place to loop in subject matter experts.

Companies now have a way to connect with trusted partners, vendors and top-tier customers in one place: Slack Connect, a feature that lets you create shared Slack channels with external organizations while still maintaining enterprise-level security.

### SLACK CONNECT: THE KEY TO SCALEABLE WHITE-GLOVE CUSTOMER SERVICE

**Slack Connect** lets you create channels with partners and key customers. By working within channels, you can take advantage of Slack's enterprise-level security and rich collaboration tools to offer more attentive, personalized service at scale.

With Slack Connect, you can easily:

- Provide white-glove service to top-tier customers with a direct line of access
- Triage issues faster by looping in the right experts from both your side and the customer's side
- Maintain all the context about a customer in one place, so you can easily transition support even when agents rotate shifts or are out of office

### PROVIDE WORLD-CLASS SERVICE TO CUSTOMERS

The reality of many customer support agents is that they constantly have to switch between ticketing and communication platforms. Slack Connect unites all of their favorite tools, so agents have the context and time they need to effectively focus on higher-level customer needs.

By working directly with partners and customers, support teams are empowered to focus their time and energy on delivering world-class service, not chasing down contacts and answers.

Slack Connect provides an ecosystem where customers can bring their tools, documents and people with them, creating a dedicated place for your customers and a space for you to build relationships over time.

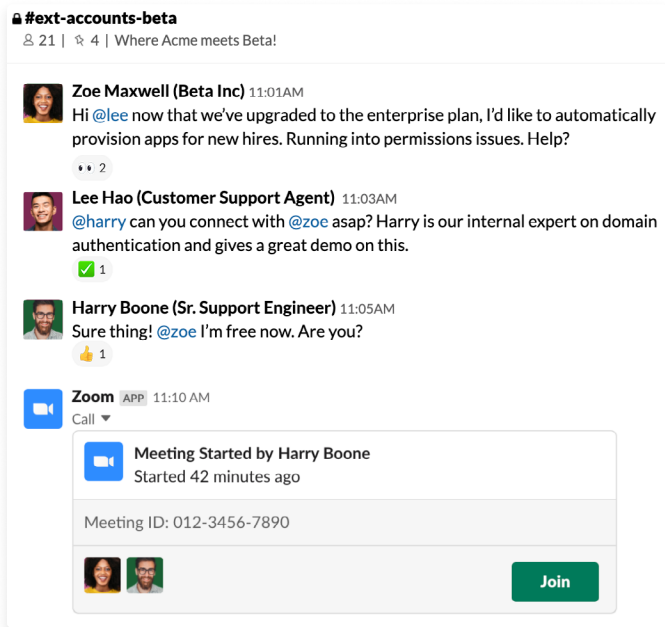
Slack Connect makes it easy for team members to know whether a customer is in a channel before sharing sensitive information. As an added layer of security for this external collaboration, Slack Connect identifies all third-party channel members with special avatars.

**5.4%**  
average increase in lifetime value

**11.4%**  
average increase in CSAT score

**15.7%**  
average increase in customer effort score

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



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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.

**Kami Richey**  
 Director of customer experience, Fastly

**TRIAGE CUSTOMER ISSUES FASTER BY COLLABORATING DIRECTLY WITH YOUR SERVICE PARTNERS**

Delivering exceptional customer experiences can often depend on collaboration with partners outside your organization. Say a customer calls in with an issue that requires you to reach out to an internal expert and a third-party vendor. To fix the problem, you have to put the customer on hold while you're in a game of phone tag asking for help—leading to a delayed resolution and an unhappy customer.

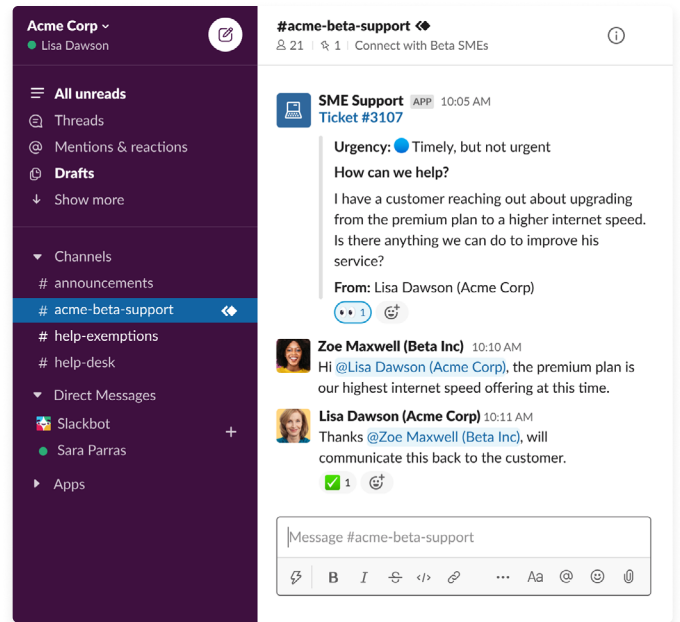
With Slack Connect, there's no need to keep customers waiting. Support agents can directly connect with internal experts and key partners to get immediate help in dedicated shared Slack channels.

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Our engineers collaborate directly with our external partners' engineers using Slack to troubleshoot in real time. This helps us solve issues faster and provide a better overall experience for our retailers.

**Kit Naramore**  
 Vice president of partner success, Shipt

Instead of calling or emailing, your agent can use integrations to forward the ticket (along with any context that's needed) right into the channel, without ever leaving the ticketing tool. Stakeholders across organizations can swarm the issue in real time in the Slack channel to find a quick resolution.



## MODERATE AND STREAMLINE EXTERNAL COLLABORATION WITH AUTOMATED WORKFLOWS

When using Slack Connect, you can create no-code custom workflows that help you set up and automate the right processes and set the right expectations for customers and partners. For example, with workflows in Slack, you can automatically:

- Send a welcome message to the customer or service partners that lays out rules of engagement for how to use the channel and sets expectations for things like SLAs
- Standardize help requests by prompting customer or service partners to fill out a form with critical information to reduce any back-and-forth
- Provide status updates to customers or share help docs with partners through automation tools

With automated workflows like these, you're able to securely scale a high-touch experience for your partners and customers.

### 11%

average reduction in daily ticket backlog

**"The Total Economic Impact™ of Slack for Service Teams,"**

*A commissioned study conducted by Forrester Consulting on behalf of Slack, April 2021*

### 30%

reduction in workload for an enterprise support team

*Slack Connect for customer support*

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With the support team transitioning to channels with our enterprise customers, we saw a 30% reduction in workload.

**Andrew Baylis**

*Head of liveops and support, Stuart*

## BUILD BETTER BUSINESS RELATIONSHIPS WITH SLACK

Get in touch to find out how Slack can streamline support processes, simplify cross-organization collaboration and lead to faster, more satisfying resolutions.

