



Why cutting-edge companies use Slack

Learn how eight companies in Europe use Slack to drive productivity



Why Slack?



Bolt

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Mathis Bogens,
Bolt



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Andrea Ostheer,
Mast-Jägermeister SE



“Our company is arguably powered by Slack.”

Brad Lightcap,
OpenAI



“We’ve created a direct feedback loop using Slack, making it possible for people to receive information really quickly and immediately take action.”

Maxim Oei,
Picnic



Qonto

“We have so many different tools that I didn’t want to add another platform employees would have to learn to use; the integration with Slack was key.”

Céline de Miscault,
Qonto



Revolut

“That’s key with Slack and also with Salesforce. There’s a huge array of partner applications, and this third-party network is fantastic.”

Matthew Acton Davis,
Revolut



“Catching up on Slack is 10 times faster than going through emails. Everything you need to know is in one place.”

Rutger de Vries,
TomTom



“Migrating our Slack instances was easy and really helped us foster collaboration as we brought the teams together.”

Mark Lenhard,
Zepz



Learn why today’s cutting-edge companies use **Slack** to drive productivity

Times may be uncertain, but forward-thinking companies are still innovating and staying ahead of the competition. Across a range of industries, from banking to grocery delivery, companies such as Revolut, Bolt and Qonto are using Slack to optimise team communications, integrate third-party applications and boost collaboration across the enterprise.

By innovating in Slack with features such as personalised chatbots and real-time progress reports, these companies are improving their customer experiences, too. Growing business means growing relationships. Slack enables companies and clients alike to work together and achieve even bigger goals.

What follows are eight stories describing how large companies build team communications and collaboration around Slack. For example, super-app Bolt has driven growth by 175% in Slack with integrations and apps. Mapping software company TomTom resolves engineering issues twice as fast as with email and legacy ticket systems. Of Picnic’s 15,000 employees, zero rely on email alone.

According to a commissioned study conducted by Forrester Consulting, companies saw a 302%

return on investment over three years with Slack¹. Keep reading to learn more.

¹ Forrester Consulting study commissioned by Slack, “[The Total Economic Impact of Slack for Technical Teams](#)”, October 2023. Results are for a composite organisation representative of interviewed customers.

More than

200,000

organisations have chosen Slack as their AI-powered platform for work.





Bolt unites teams worldwide with Slack, from onboarding to operations

Bolt is one of the fastest-growing mobility companies in the world-offering ridesharing and scooter and bike rentals, as well as food and grocery delivery, to over 100 million customers in 45 countries.

Since 2017, Europe's first 'super-app' has used Slack as a scalable solution during its hypergrowth. Since then, the company has fostered a seamless way to drive change, prioritise a transparent culture and strengthen team impact as the company scales.

With more than 3,000 employees, maintaining a global sense of camaraderie and open communication is a vital aspect of Bolt's culture. Having been adopted by over 90% of the company, Slack fields over 135,000 daily messages, rendering email an outdated afterthought. Much company conversation occurs in transparent global Slack **channels**, and just over half of the messages are in-channel—a testament to how intentionally Bolt has built up its channel framework.

However, with global comms in full swing, reducing distractions is also a must. Through training and channel optimisation, Bolt employees have learned how to reduce oversharing and rely less on direct messages. Out of 135,000 messages sent daily, 43,000 are in public channels, making collaboration open, engaging and efficient.

With additional **integrations and apps** in Slack, the need for context switching has also been removed—driving growth by 175% without needing any new productivity or collaboration platforms.

And Slack's impact is amplified with every new hire, with an entire onboarding process built in Slack that embeds new employees into the culture straight away.

With productivity and culture baked into the employee experience from day one, Bolt's future with Slack looks bright. [Read the full story](#)

Bolt has driven growth by 175% in Slack, without needing any new productivity or collaboration platforms.

“Every workday in our company starts with opening the laptop and logging in to Slack. If you're online in Slack, it means you're at work.”



Mathis Bogens
Head of Internal Communication,
Bolt

Revolut

Revolut revolutionises remote teamwork with Slack

Revolut is a global fintech company that's on a mission to make finance management more user-friendly. Founded in 2015, it has grown quickly to more than 25 million customers, including hundreds of thousands of active businesses.

In 2020, Revolut established its first sales teams, and—with the pandemic adding a layer of complexity—the company needed a way for employees to work remotely and efficiently. That's where Slack came in.

Video meetings put a drain on efficiency. But Slack enabled Revolut to shift from back-to-back calls to efficient asynchronous collaboration, allowing global sales teams to work at their own pace while staying connected, saving significant sales time.

They were also able to cut back on administrative tasks, combining Slack and Salesforce to further streamline processes with Salesforce's sales engagement products and apps like **Einstein**. Slack already helped the company cut routine tasks with **custom workflows**, but the Salesforce integration gave more time back to its salespeople, so they could focus on selling.

Now Revolut is gearing up to expand its use of Slack features—bringing **Canvas** into the mix to make negotiating big deals easier by improving clarity and teamwork. [Read the full story.](#)

Slack takes care of Revolut's operational tasks, so its sales teams can focus on selling.

“There's a huge array of partner applications and this third-party network is fantastic.”



Matthew Acton Davis
VP of Global Sales,
Revolut



Slack brings seamless team collaboration and growth at Zepz post-merger

Zepz is a leading global payments company making cross-border payments safer, faster and lower cost. Driven by its vision of a world that celebrates migrants' influence on prosperity at home and abroad, the company merged WorldRemit and Sendwave to make international money transfers easier. Because both brands were already using Slack, Zepz (a remote-first company) decided to use Slack's Enterprise Grid to ensure that collaboration and knowledge sharing maintained momentum.

Merging two organisations without losing any communication history is no mean feat. But Enterprise Grid offered the flexibility to scale, strong collaboration features, and enterprise-grade security needed to keep data safe. Slack's Professional Services supported Zepz to seamlessly and remotely migrated in eight weeks. This meant that hardly any training or user guidance was needed and one-team collaboration happened immediately-enabling continuous communication and productivity.

"Migrating our Slack instances was easy and really helped us foster collaboration as we brought the teams together."



Mark Lenhard
CEO,
Zepz

Zepz has a "follow the sun" model for support, so customers can access the help they need regardless of geography or time zone. By facilitating seamless team handovers while meeting stringent security needs, Slack has been integral to keeping that promise.

Being on top of incident management is essential for Zepz, and Slack automates incident management to reduce time to resolution. Its incident management tools integrate with various application systems, creating one place to collaborate. Slack Connect also simplifies external collaboration, for faster decision-making and project progress through secure, real-time communication with partners without compromising security.

Now, Zepz feels a strong sense of accomplishment from seamlessly merging two organisations under one umbrella. The team is keen to build on the One Zepz workspace and scan the Slack horizon-with AI, analytics and security as key areas of interest. [Read the full story](#)

Slack ensured uninterrupted productivity at Zepz throughout its merger, streamlining collaboration while meeting high security standards.



TomTom relies on Slack's simplicity to optimise collaboration for its 3,900 employees

Since TomTom developed the first consumer satellite navigation device in 2004, it has been a leader in mapping technology, empowering anyone to travel, explore and plan a trip with confidence.

TomTom aims to create a digital mirror of the world. In fact, everything the company does is designed to make life easier and reduce friction, including for its own employees. Today its entire 3,900-person workforce optimises its productivity and collaboration via Slack.

With simplicity at its core, TomTom encourages employees to use the no-code Workflow Builder to automate manual work. And every project, down to the simplest task, has its own dedicated Slack channel.

Teams also use Slack huddles for quick check-ins to save conference rooms for the meetings that really need them. TomTom's internal analysis says this shift has saved employees about half the time they would have spent in a face-to-face meeting.

TomTom uses Slack to integrate email into its workflows via the Slack for Outlook integration. The procurement department optimises its workflow by integrating Coupa, and anyone looking to request time off uses the Workday integration.

Like many organisations, TomTom's most advanced and engaged Slack users are its engineers, who give Slack a 91% satisfaction rating. With tight service-level agreements from automotive customers, engineers must keep services running 24/7. By centralising Priority 1 and Priority 2 incidents on Slack, they now resolve them 50% faster.

As TomTom progresses along its internal technology roadmap, a strong partnership with Slack is helping it reach success much faster. [Read the full story](#)

TomTom resolves incidents 50% faster with Slack

"Catching up on Slack is 10 times faster than going through emails. Everything you need to know is in one place."



Rutger de Vries
Group Product Manager,
TomTom



Picnic brings together all 15,000 employees in a single Slack workspace

As the world's fastest-growing online supermarket, Picnic has a mission to make grocery shopping simple, fun and affordable. In seven years, the company has gone from a single employee to 15,000, with over a million customers across the Netherlands, France and Germany.

One of the reasons for this, says Maxim Oei, a Strategy Analyst at Picnic, is that no one uses email. Picnic does the same externally, collaborating with its partners and vendors through [Slack Connect](#).

Oei says Picnic created "a direct feedback loop" with its operations teams using Slack, making it possible for them to receive information quickly and take action. This also ensures that everyone has the same information. With so many moving parts to Picnic's supply and delivery chains, everyone needs to be on the same page.

"We've created a direct feedback loop using Slack, making it possible for people to receive information really quickly and immediately take action."



Maxim Oei
Strategy Analyst in Technology,
Picnic

The company chef, for instance, created a [workflow](#) to reduce food waste and collect information about catering events, such as how many people will attend and dietary restrictions. That allowed teams to unify their meal plans accordingly and optimise operations.

Also, Picnic doesn't manage separate platforms for safety scores, customer feedback or scheduling. Every metric is summarised in Slack. The company uses some 393 different apps, with 86 off-the-shelf solutions, from the [Slack App Directory](#) in its day-to-day business.

Picnic has big plans for the future, too. It hopes to use the AI currently used for summarising incidents to scan Slack channels and provide updates. In the meantime, maximising Slack's potential is giving Picnic the edge it needs to keep growing. [Read the full story.](#)

15,000 employees on Slack.
Zero employees sending internal emails.



Slack forms the collaboration backbone of OpenAI's revolution

In 2022, OpenAI released ChatGPT, an AI chatbot that can be used to make sense of large swaths of information and understand complex topics, changing how many people search the internet.

While a user interacts with a simple chat bar, behind the scenes OpenAI engineers must juggle tickets, priorities, bugs and other inputs to ensure that the software works correctly. They have turned to [Slack Connect](#), which allows them to move conversations out of overstuffed inboxes and into interactive channels.

Today the company has more than 170 Slack Connect channels and has sent over 5 million messages since becoming a Slack customer in 2018. Many of those channels are used to provide feedback on OpenAI's new software models. In other cases, the company uses the [Slack API](#) to automate various engineering and testing tasks.

OpenAI is exploring integrating data from [Salesforce Service Cloud](#) and [Sales Cloud](#) into Slack. This would allow it access to a 360-degree view of each customer—businesses that sign higher-service-level agreements than the average consumer—right from their workstation or phone.

OpenAI also strives to maintain a strong company culture while simultaneously embracing the trend of remote work. This has become possible through [Slack huddles](#), allowing all workers to meet and work together via audio, video, shared screens, and the ability to come and go as they please—just like with an in-person meeting.

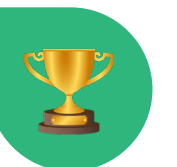
Combining the capabilities of OpenAI's robust large language model with Slack and Salesforce continues to dramatically improve workplace automation and efficiency. [Read the full story.](#)

"Our company is arguably powered by Slack"



Brad Lightcap
Chief Operating Officer,
Open AI

170 Slack Connect channels and over 5 million messages sent



Qonto leads with learning, and Slack fuels the journey

Qonto is the leading European business finance solution with over 450,000 customers – redefining banking for freelancers, small businesses and entrepreneurs. By using Slack from the start, the company navigated around typical expansion obstacles like fragmented communication, silos and difficulties with remote working. Instead, it has focused on employee training and support.

Qonto promotes employee growth through Coachello on Slack, offering streamlined global coaching directly to employees’ day-to-day, avoiding the need for extra platforms. In less than two years, Qonto’s Learning and Development department saw transformative growth, with Slack enabling the creation of programs that elevated their learning framework. Personalised, confidential coaching is easily accessible, leading to an impressive 80% engagement rate.

Slack’s role extends beyond integrating Coachello—it’s Qonto’s primary tool from the start, bolstered by a suite of [API integrations](#). Using Slack’s bots, apps and workflows, Qonto automates employee tasks, significantly boosting productivity and task efficiency. With integrations like Lattice for performance reviews and Lucca for HR functions, Slack is essential to Qonto’s onboarding and daily operations.

And with Slack pre-installed on all laptops, it quickly became the backbone of all internal communication, connecting teams across four countries and taking remote work to the next level. Qonto leveraged Slack’s scalability, adapting its use as the company grew to 1,500 people.

This one platform approach enhances the remote working experience, unifying teams and improving collaboration and workflows. It’s also why Qonto chose Slack as its main communication and automation platform—keeping the work flowing and the connections strong, even as it grows.

Qonto drives employee coaching with 80% engagement through Slack

“We have so many different tools that I didn’t want to add another platform employees would have to learn to use; the integration with Slack was key.”



Céline de Miscault
Lead Learning and Development Manager,
Qonto



A toast to efficiency: Jägermeister’s secret ingredient for global communication

Mast-Jägermeister SE, known for its famous herbal liqueur, constantly strives to better its teams and products, and prides itself on its company culture.

The company brought Slack into the mix in 2019 as a way to drive international growth and digitalisation by helping employees worldwide to work productively, efficiently and transparently.

One way it achieves this is through an AI translation workflow with DeepL. Announcements posted in German or English are translated automatically, simply by adding a language’s country flag to the post. Now, all employees, no matter where they are, get the information they need fast. And, Slack isn’t just used internally—Mast-Jägermeister SE connects with its partners via [Slack Connect](#), enabling communications with a variety of different stakeholders.

The workday runs a lot smoother, too, when using Slack for reminders about timesheets, holidays, and travel expenses. Although these tasks seem small, they add up and automation helps save valuable time.

Slack also automates less pleasant communication tasks, like reminding everyone to use profile pictures or update their work location. For these cases, Mast-Jägermeister SE uses tongue-in-cheek workflows to make it easier to give critical feedback on small issues. This way, it feels less personal and work becomes more enjoyable for everyone. “Finger-pointing isn’t part of our culture” explains Andrea Ostheer, the Manager Of Global Corporate Communications.

Today, more than 30 multilingual workflows and integrations help Mast-Jägermeister SE’s employees work productively, efficiently and transparently. The company has saved 14,700 working hours and around €480,000 in one year, thanks to Slack.

Looking forward, the company will continue to add to its cocktail of Slack features, such as [Canvas](#) and [AI](#), ensuring efficient and transparent cross-team collaboration. [Read the full story.](#)

Mast-Jägermeister SE saves around 14,700 hours of work time and €480,000 a year with Slack

“Slack contributes to our corporate goals by facilitating communication, breaking down knowledge silos and allowing us to communicate quickly and transparently across countries.”



Andrea Ostheer
Manager of Global Corporate
Communications, Mast-Jägermeister SE

Embrace the power of AI and automation with Slack

Read more stories

This is just a handful of the success stories that we'd love to share with you. Read more about businesses just like yours that used Slack to:

- Solve problems faster
- Connect their teams
- Delight customers

Just go to slack.com/customer-stories.

Watch a demo

Want to see Slack in action? Head over to slackdemo.com to see how Slack has helped businesses:

- Embrace the power of AI
- Explore new ways to collaborate
- Be more productive than ever before



AI and Automation Highlights

Accelerating work with automation



Using up to 200 automation apps, right from Slack, every day

Collaboration, simplified



15,000 employees
0 relying solely on email

Improving operations with custom workflows



Building custom workflows that drive collaboration and efficiency

Amplifying AI and automation



Building creative automations with the Slack platform

Automating incident management



Trigger notifications keep everyone informed automatically

Leading with learning



Slack bots, apps and workflows lead to 80% employee engagement

Driving down incident resolution times



Building automations that result in 50% faster resolutions

Automation for global communication



Multilingual workflows and integrations for efficient and transparent work

Try Slack for free

Ready to try Slack for your business?
Head over to **our website** to get up
and running in minutes.



About Slack

Slack is where work happens for millions of people every day, helping organizations in every industry move faster and fulfill their missions. It's the AI-powered platform for work that centralizes conversations and collaboration, makes it easy to automate business processes, and delivers trusted generative AI that augments every employee to help them be more productive and drive real outcomes. As a Salesforce company, Slack is also deeply integrated with every Salesforce solution, bringing rich data and insights directly into the flow of work and fueling sales, service, and marketing productivity. To learn more and get started with Slack, visit slack.com or connect with us [@SlackHQ](https://twitter.com/SlackHQ). 🌈



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