



# The Slack ANZ pioneers of change

Automation, productivity and connection  
in an incredible year for ANZ businesses



# Our pioneers of change



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**Lachlan Andrews,**  
Canva



“Since moving to Slack, quality has increased, complaints are down, and fewer invoice changes are needed.”

**Scott McLeod,**  
McLeod Cranes



“We’ve reduced our response waiting times from at least two hours to two minutes.”

**Tony Abi Khalil,**  
Pet Circle



“Slack has the depth that other collaboration platforms lack.”

**Rory Somerville,**  
Ray White Bendigo



“Slack has facilitated a significant improvement in our client and user support experience.”

**Manqing Zhao,**  
Iress



“We had to face the challenge of fragmentation that comes with acquiring, merging and growing your business. Slack has been a great unifier.”

**Alana Shepherd,**  
REA Group



“Slack has helped us remove the need for everything to be a meeting. We’re now able to jump on and have a quick conversation and we’re done.”

**Jen Beirne,**  
Amazon Alexa ANZ



“The way we choose to communicate as a team is via Slack. And it’s been wonderful—it’s completely changed how we work.”

**Katherine McDermott,**  
Service NSW







# Why **Slack** is the choice of Australia's and New Zealand's pioneers of change

**Times might be uncertain, but innovative and resilient Aussie and Kiwi organisations are up for the challenge. They know that one of the best ways to thrive, amid whatever comes next, is to build productivity into everything they do.**

Across a diverse range of sectors, they're using Slack to become more productive than ever. They're showing us what the future of work looks like and maximising their potential to wow customers with super products and great service.

Over the past year, we've been inspired by pioneers of change that have used Slack to:

-  **Streamline processes with automation**
-  **Increase productivity by minimising meetings**
-  **Build connection and engagement with their teams**
-  **Simplify tech with integrations**

Our customers' stories reveal the power of Slack. Like how Pet Circle halved the number of people it needed for incident management. Or how Slack is saving the Amazon Alexa ANZ team two hours per person, per week.

Keep reading to learn more about how businesses like yours can use Slack to do amazing things every day.

More than

# 200,000

organisations have chosen Slack as their productivity platform.





# Slack helps Canva grow fast and speed up work

With its services now used by 170 million people worldwide, the team at Canva, an online design tool, has had to grow fast to keep up with its incredible growth.

Canva has expanded from 400 to 4,000 employees in the past eight years. And with team members located globally, keeping everyone aligned and engaged was a huge challenge.

A key move for Canva has been the integration of the HR platform Workday into Slack. **Slack integrations** put the apps everyone needs in one place so there's less time wasted context switching between apps to get work done. This has meant managers at Canva are spending less time on admin tasks like leave approvals and more time on the things that really matter.

*“Slack has been a huge part of how Canva is building for scale and how we’ve continued to ensure that our systems and processes are built for purpose.”*



**Lachlan Andrews**  
Head of Corporate Communications,  
Canva

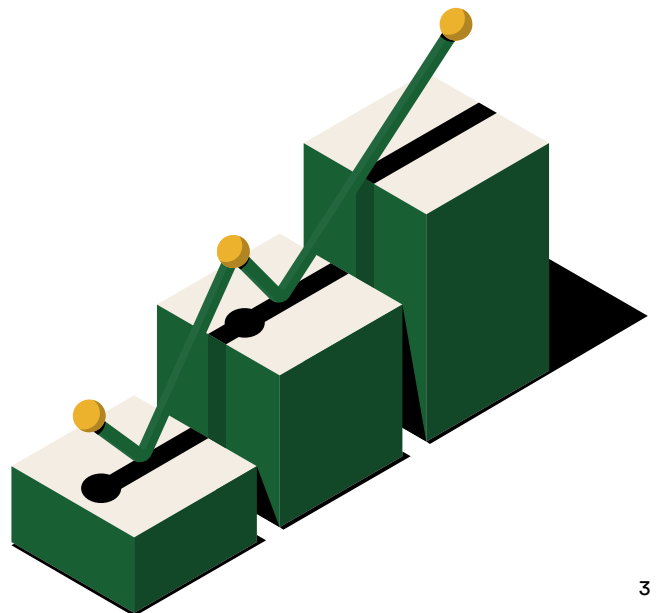
Before Slack, managing the creation of a resource was a drawn-out process involving endless emails and calls just to get everyone on the same page. For a company growing as fast as Canva, these delays were increasingly impractical.

Now, instead of long email chains and lengthy follow-up calls, the Canva team can come together in a **Slack channel** and create a new resource in under a week. The time won back was spent “embedding the new tool to drive adoption and deliver great outcomes” for the Canva team.

[Read the full story](#)

## 10x employee increase

Slack helps Canva scale up and stay efficient and aligned.





# McLeod Cranes saves time and money with Slack

**At New Zealand crane, hiab and transport business McLeod Cranes, a lot of work happens outside the office, and 80% of its employees don't have access to a computer.**

For McLeod, site inspections are a vital part of completing jobs efficiently and safely. But as the business expanded, old pen-and-paper inspection processes weren't keeping up. It was slow, information got lost, and everyone was looking for workarounds.

Switching to Slack gave McLeod the platform it needed to speed things up. Integrating dispatch software vWork with Slack, McLeod now automatically generates a **Slack channel** for every inspection, creating a searchable history of all a job's key details, including site photos, that's easily accessed on-site or in the office.

The payoff has been huge. Operators arrive at jobs better prepared, and that's helping cut out between 12 and 15 phone calls to dispatch from every operator, every day.

McLeod hasn't stopped there, also using Slack to integrate its maintenance reporting systems and set up an automated "no-blame" incident reporting system that's saving time and making jobs safer. Using Slack's no-code integrations, McLeod's managing director Scott McLeod set up all the **integrations** himself, getting the new systems up and running in under a week.

[Read the full story](#)

**12**

Slack is saving McLeod Cranes more than 12 phone calls per operator, per day.

*"Since moving to Slack, quality has increased, complaints are down, and fewer invoice changes are needed. This doesn't just save time—it directly affects dollars."*



**Scott McLeod**  
Managing Director,  
McLeod Cranes





# From 2 hours to 2 minutes: How Pet Circle got productive with Slack

A favourite of Aussie animal lovers since it launched in 2011, Pet Circle is now the country's biggest online pet supply store and one of the fastest-growing e-commerce brands in Australia.

Before Slack, Pet Circle's support engineers were stuck using email and overwhelmed by constant alerts. It took up to two hours for someone to pick up an alert or inquiry. And that's before they looked for the information to resolve it, which could live in several different systems. As a result they were struggling to close support tickets.

Pet Circle needed to reboot the way it was working, and found the answer in Slack. Pet Circle's incident process has been **automated** with Slack, with engineers and customer experience teams now alerted to issues even before customers notice them. **Slack channels** also bring the alerts and the information support teams need into one place, helping resolve issues faster.

Where it used to take two hours to resolve an issue, now it's just two minutes. The number of people needed to resolve queries has been halved.

And Pet Circle's loyal customers couldn't be happier, again giving the company a best-in-show five-star rating and the Most Satisfied Customer prize in the pet store category in the Canstar Blue awards in 2023.

[Read the full story](#)

**1/2**

Thanks to Slack, Pet Circle has halved the number of people needed for incident management.

*"We're able to triage and involve the right people at the right time. Without Slack, that just wouldn't have been possible—we would have either had more people involved or a slower turnaround."*



**Denis Hoctor**  
Chief Technology Officer,  
Pet Circle



# Ray White Bendigo closes deals faster with real-time responses

Real estate agent Ray White Bendigo manages teams spread across Australia and the Philippines. In a competitive market, its ability to quickly direct incoming inquiries to the right person is key to closing deals faster.

Prior to Slack, that wasn't easy. Agents faced a chaotic mix of inquiries on email, Facebook Messenger, SMS and more. Inquiries made by phone got trapped in the managing director's voicemail, where no one else could access them. The team struggled to triage potential leads quickly enough.

All that's changed since Ray White Bendigo switched to Slack. It streamlined the agents' workflow to ensure that they can react to inquiries quickly.

Voicemails are now shared in Slack **channels**, where they can be delegated and actioned quickly. Instead of having to wait for responses that took up to three hours to work

through, 90% of voicemail inquiries now get dealt with in real time. Quick response times are crucial for agents since timely engagements with potential buyers can make or break a deal.

Meanwhile, a smart **integration** with Zapier automatically deals with email inquiries. It drafts responses for agents and notifies them when they're ready to be approved and sent, dramatically cutting the time it takes to engage with potential buyers.

[Read the full story](#)

**90%**

Of Ray White Bendigo's voicemails are delegated and actioned in real time.

*"Slack has the depth that other collaboration platforms lack. Other platforms might enable team communication, but Slack is more than that—it's like our brain, it centralises our information and makes our lives easier."*



**Rory Somerville**  
Managing Director,  
Ray White Bendigo





# How Iress slashed its customer support backlog

Australian software group Iress is trusted by financial professionals around the world for trading services, advice and mortgage processing. It now boasts nearly 2,000 staff across eight countries, serving more than 500,000 global users.

As its operations grew, Iress's long-time reliance on email was hurting customer service. Information was hard to find and cross-department collaboration was slow.

Now with Slack, work gets done faster and customers enjoy a better experience. Slack **channels** connect product and frontline customer support departments, helping teams to share information and tackle issues together. The #client\_priority channel lets a team of more than 100 share information and solve the most serious issues fast.

Since adopting Slack, Iress's complex client issues are now resolved four times faster, with turnaround times down from eight days to just two. And there's been a stunning 64% drop in the customer support ticket backlog. Iress customers are noticing too, praising the improved responsiveness and turnaround times.

[Read the full story](#)

**64%**

Slack cut Iress's support backlog by nearly two-thirds.

*"By building Slack into our workflow, we're making everyone's experience much more simple and easy. Slack has facilitated a significant improvement in our client and user-support experience."*



**Manqing Zhao**  
Head of Workplace Technology,  
Iress





# Slack keeps REA's work flowing across, brands, borders and time zones

Established in a Melbourne garage in 1995, REA Group has since expanded into a real estate powerhouse and become one of Australia's best-known online businesses.

Acquisitions and mergers have been part of the growth story, with the company now operating across three continents with 16 brands with 3,000 employees.

Mergers come with the risk that operations stay disjointed and disconnected and work doesn't flow like it should. REA wanted to meet those challenges head-on and find a way to stop fragmentation taking hold.

Slack has been its solution, with **channels** and **asynchronous** stand-ups connecting all REA's people and teams across different divisions, technology platforms and time zones and helping them share ideas and information easily.

Working with partners and suppliers is also easier thanks to **Slack Connect**, which REA credits with getting work with partners flowing faster thanks to improved communication and information sharing.

[Read the full story](#)

**16**

Slack keeps work at REA flowing across 16 brands on 3 continents.

*"We had to face the challenge of fragmentation that comes with acquiring, merging and growing your business. Slack has been a great unifier."*



**Alana Shepherd**  
Executive Manager of People Agility,  
REA Group



# Ask Alexa: How Amazon cut meetings and got valuable time back

**Around the world, Amazon's Alexa digital assistant helps people get stuff done in a way that's fun and engaging.**

Amazon's Sydney-based Alexa ANZ team found that its weekly stand-ups were taking up time that could be better spent on higher-value tasks. They turned to Slack for a solution, using **workflows** and Slack **huddles** to help share information asynchronously.

As a result, those Monday stand-ups are now a thing of the past. Slack workflows automatically message the team on Monday morning and prompt them for updates. The team responds with the relevant details and everyone's kept up to date.

In the process, a meeting that used to take up to 45 minutes has been replaced by a quick five-minute update that everyone

is automatically reminded to send. Using huddles, they get quick-fire answers and move work more quickly, without having to gather everyone for a meeting.

Thanks to Slack, every week Amazon Alexa team members are reclaiming a total of two hours that they each used to spend in meetings. That's giving them time back to spend on more strategic activities, like dedicating time to deep thinking that's helping shape where Alexa will go next.

[Read the full story](#)

**2**

Amazon's ANZ Alexa team saves 2 hours per person every week using Slack instead of meetings.

*"Slack has helped us remove the need for everything to be a meeting. We're now able to jump on and have a quick conversation and we're done."*



**Jen Beirne**  
Head of Marketing,  
Amazon Alexa ANZ



# Service NSW is changing the government game with Slack

**Service NSW has a huge and unique customer base—it's literally everyone in the state of New South Wales, or more than 8.1 million people. The Service NSW portal gives citizens a one-stop shop for 1,300 different government services, covering everything from boat licences to rental bonds.**

To deliver those services, Service NSW needs to coordinate many different resources across the government and within its own team. But before Slack, effective communications were difficult. The send-and-wait process of long email chains made getting an answer to queries a slow process. Resolving issues took time.

*“The way we choose to communicate as a team is via Slack. And it's been wonderful—it's completely changed how we work.”*

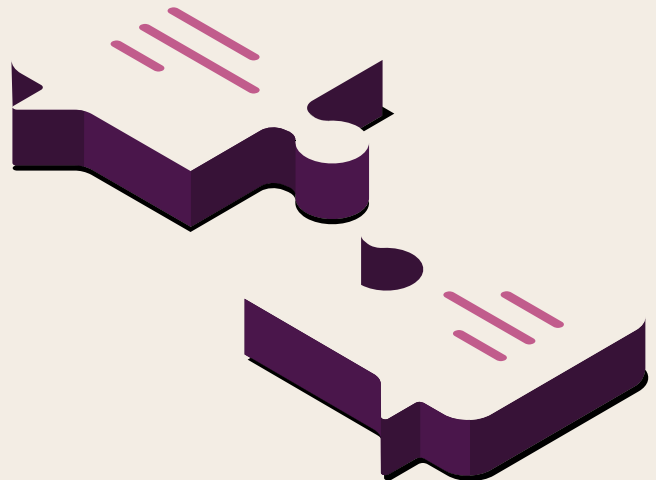


**Katie McDermott**  
Executive Director, Digital Services,  
Service NSW

Slack has the picture completely. Now **Slack channels** allow Service NSW teams to share information and resolve issues quickly. Instead of long waits for answers via email, they get fast responses and solve issues in real time.

Having seen how Slack has lifted productivity in its own operations, Service NSW is now keen to see Slack adopted more broadly across public service agencies in NSW.

[Read the full story](#)



# Explore the next frontier of productivity with Slack

## Read more stories

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

- Solve problems faster
- Connect their teams
- Delight customers

Just go to [slack.com/customer-stories](https://slack.com/customer-stories).

## Watch a demo

Want to see Slack in action? Head over to [slackdemo.com](https://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

## Try Slack for free

Ready to try Slack for your business? Head over to [slack.com/get-started](https://slack.com/get-started) to get up and running in minutes.



# Productivity highlights

Scaling up and streamlining everyday work

 Canva

**Building internal communications resources in just four days**

Saving time and working safer

 McLEOD

**Saving up to 15 phone calls per operator, per day**

Faster results with fewer people

 PET CIRCLE

**50%**

decrease in the number of people involved in incident management

Sales leads followed up faster

 RayWhite

**90%**

of sales leads are directed and actioned in real time

Issues backlog tamed

 iress

**64%**

decrease in customer support ticket backlog

Connecting across brands

 REA Group

**Keeping work flowing across 16 brands on three continents**

Meetings swapped for high-value tasks

 alexa

**Every employee saves one to two hours a week in meetings**

 Service NSW

**Conversations that took half an hour now solved in real time**



## About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit [slack.com](https://slack.com) or connect with us [@SlackHQ](https://twitter.com/SlackHQ).



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