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Stories Built on Slack
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Where work happens
Slack takes the hardest part of all our jobs — communication — and makes it simpler, more pleasant, and more productive.

Whether you’re collaborating, brainstorming, striking deals, approving expenses, standing up with your team or sitting down with a new client, you can do that all in Slack. And then everyone is in the loop, no one’s in the dark, and it’s all on the record, time-stamped, and searchable.

Today, more than 9 million people around the world — from Fortune 100 companies to thriving neighborhood restaurants — rely on Slack to bring their teams together, make sense of their work, and drive their businesses forward.
The foundation for teamwork

Slack simplifies communication, increases shared knowledge across teams, and unlocks more efficient workflows by connecting with nearly every enterprise and productivity product available. The result? Everyone is more productive, less stressed, and just a little bit happier.

Simplify communication
Across your business, there’s a range of things people need to communicate about. Channels in Slack give everyone a way to organize all those conversations, while making sure the right people are involved at the right time.

Make a channel for a project, a topic, a team — everyone has a place to work and a transparent view of all that’s going on.

Find the answers you need
Looking for context on a past decision or the fastest path to onboard a new hire? Every discussion, decision, and document in Slack is archived, indexed, and available through search, making the past easily referenceable.

Slack also indexes the content of every shared file so you can search within PDFs, Word docs, Google Drive files, and more.

Streamline your workflows
Slack’s growing ecosystem of 3rd party apps helps you integrate routine workflows into your company’s channels. Connecting these tools with Slack reduces context switching, letting people take action as the conversation moves forward.
From G Suite, JIRA, ServiceNow, and Salesforce to Zendesk, Zoom, OneDrive, Box, and more, the apps your teams use every day are part of the core Slack experience.

And keep your organization’s data secure
Slack has established an industry-leading security program, aligned to the ISO 27000 standards and regularly audited and assessed by third-party agencies and customers.

Slack offers data encryption in transit and at rest, SAML-based SSO, SCIM provisioning, custom message retention, and support for Data Loss Prevention (DLP), Enterprise Mobility Management (EMM), and e-Discovery.

“Slack has preserved the sense of community, interactivity, and humanity of the workplace that our teams love, with the administrative capabilities we need as a larger enterprise.”

JENNIFER MANRY
VP, Workforce Technology
Capital One
So, what’s in the box?

**Public Channels**
Channels for projects, groups, and topics that are open to anyone on your team. Messages in these channels are archived and accessible by search.

**Private Channels**
For more sensitive topics, private channels keep conversation contained to an invited group. Messages are only searchable and accessible by members.

**Shared Channels**
Channels that connect different organizations, creating a shared space for work. Ideal for projects with vendors, clients, and external partners.

**Direct Messaging**
One-to-one and small-group messaging adds flexibility around more focused conversations. You can convert direct messages to a private channel for longer-running topics.

**Voice and Video Calling**
Make calls and share your screen right from channels and direct messages in Slack. That’s less time spent fumbling with invite links and more time connecting with your team.

**Search**
Slack helps you find people, messages, files, and more. Powerful search operators and filters make it fast to slice and dice results to find the exact thing you’re after.
Notifications
With the ability to fine-tune notifications to your needs, you can maintain focus when required, while never missing a critical update.

Desktop and Mobile apps
Because Slack is cross-platform, you have access wherever you are: file search and filtering, starred items, the team directory, platform integrations, and, of course, all of your messages.

App integrations
Slack’s growing ecosystem of third party apps helps you integrate routine workflows into your team’s channels — from task management to expense reporting or running a team survey.

API
Building on Slack is easy. Beyond Slack’s directory of more than 1,000 apps ready to install, you can also configure Slack for your team’s unique needs with our open API.
# Apps & Integrations
Connecting all your tools with Slack’s Platform

Bringing the apps you use every day into Slack will keep your team coordinated and working faster. Slack integrates with nearly every enterprise and productivity product available, and you can also build your own with our open API.

Integrating your tools with Slack will help you:

- **Increase visibility.** Bring app notifications out of siloed inboxes and directly into Slack channels so anyone can check in on the status of a bug report, customer service request, or project milestone.

- **Simplify workflows.** Perform high-frequency, low-effort tasks—like approving expense reports or monitoring system alerts—right in Slack and save yourself the time and cognitive overload of switching between different tools.

- **Get more out of existing tools.** The average user spends 10 hours connected to Slack each weekday. Increase engagement with your company’s existing tools—content management systems, sales dashboards, and product analytics—by integrating them with Slack.

A few of our essential apps:

zendesk  salesforce  GitHub

Jira Software  Google Drive  invision

Many more at slack.com/apps
Getting Started with the Slack Platform

There are two ways to connect Slack with the tools, data sources, and workflows that help your business run smoothly.

Install from the App Directory
Over 1,000 off-the-shelf apps ready to make your work day a little simpler.
A few things apps can do:

- Share docs & ideas - create **Google Drive** docs, edit access & see comments
- Share account info - bring **Salesforce** CRM data into your conversations on-the-fly
- Move projects forward - create and update **Trello** cards from Slack
- Speed up code review - post **GitHub** commits and pull requests into Slack channels
- Jump on a call - start an instant **Zoom** meeting with a simple slash command

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**Apps make an impact**

- **6X increase in resolution speed** for outages at ITV, the largest commercial TV Network in the UK
- **60% reduction in time** needed to publish new content to LATimes.com
Build your own internal integration
Use our API’s to connect any workflow or system to Slack.
A few things internal integrations can do:

- Combine data from multiple sources into one message
- Allow employees to create a helpdesk ticket right from Slack
- Send new employees helpful onboarding information
- Publish content to your intranet, or even your website
- Let your team know when people are taking time off

“Slack is not only great at connecting people, it’s great at connecting the tools and the systems we already have.”

NI CK CORONGES
CTO of R/GA
# Shared Channels
Working with External Organizations

Shared Channels are a new kind of channel in Slack
They connect two different organizations, creating a secure place to communicate and share information in real-time.

How It Works
A shared channel connects and can be accessed from two separate Slack workspaces, so your team can work with others from the comfort and convenience of their primary workspace.

Members of a shared channel can also send direct messages, upload files, use apps and integrations, and start calls — all in a common space.

Help your team work with others as efficiently as they do with each other

• **Shared space across teams.** Companies can work together in real-time and include the right people. Your team can work from their primary Slack accounts instead of working as guests on other Slack workspaces.

• **Collective knowledge.** Information and context are easily accessible to all teams, instead of being siloed or confined to individuals.

• **Simplified communication.** No need to manage and reconcile conversations happening across multiple platforms, such as email, phone calls, and meetings.
Simplify and govern how information is shared across company lines
Shared Channels are built to help your team do their best work, while keeping your company’s data and information secure.

- **Oversee connections to external organizations.** By default, only admins can create a shared channel, share an existing channel, or approve a request to create a shared channel.

- **Streamline processes and remove bottlenecks.** Once admins create a shared channel, members can invite colleagues from their respective teams without involving admins. When new members join, they can access and search the channel’s entire history, so
they're up and running immediately.

- **Make shared channels public or private.** For conversations with partners that may be more sensitive or include classified information, admins can set whether a shared channel is public or private for their own workspace. This means a shared channel can be public or private on both workspaces, or public on one side and private on the other.

  “**Shared Channels has increased our ability to collaborate and the level of transparency. We’re able to solve customer issues a lot faster.**”

  **ANDRE JULIEN**
  Manager of Operations, Happy Returns

**Intrigued?**
Read more about managing your shared channels at our Help Center.

https://get.slack.help/hc/en-us/articles/115004151183
Customer Stories
Liberty Mutual is one of the largest insurance providers in the world. Their digital products make their customers’ lives safer and more efficient, and the tech team relies on Slack to organize the communication and workflows needed to bring these products to market.

**Inspiring connection and focused collaboration**
Slack adapts to how businesses are organized, providing interconnected workspaces that mirror how teams already collaborate.

Liberty Mutual has 634 workspaces on Slack’s Enterprise Grid, especially designed for the scale, security, and compliance needs of

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large organizations. With Slack, Liberty Mutual creates shared places for teamwork and consensus building — anyone can enter company-wide channels to provide updates, ask questions, and compare notes, while private channels help keep conversations and work focused among smaller groups.

**Problem-solving in real time**

With the power to centralize work — and keep conversations focused — Slack helps Liberty Mutual’s teams become faster, more knowledgeable, and more autonomous by enabling:

- **Access to experts**: Liberty Mutual’s #javascript-enterprise Slack channel brings together the company’s engineering experts, who can quickly access the information they need to review, triage, and deploy bug fixes.

- **Workload management**: Managers can post new requests or tickets to #incoming to help determine who has capacity to tackle new work efforts, questions and requests.

- **Live issue reporting**: The #developer-feedback channel provides a community where developers work together to resolve issues for large-scale cloud implementations. This drastically reduced the need for live meetings for the mere sake of issue-reporting.

- **Real-time escalation**: Using JIRA and RSS integrations, the team can stay on top of new bug reports, status changes, and any potential security threats — all in Slack.

- **Community problem-solving**: Developers provide technical assistance in a Slack channel, offering “here’s how I solved this”
With the power to centralize work — and keep conversations focused — Slack helps Liberty Mutual’s teams become faster, more knowledgable, and more autonomous.
tips to each other. Another channel serves the same purpose for developers tackling gamified Blockchain learning challenges.

- **Cross-location agility**: Slack enables Liberty Mutual’s Agile teams to have real-time conversations while working from different offices.

- **Feedback gathering**: An employee-facing group collects enhancement ideas, bug reports, and other types of feedback in a public channel.
No matter how much progress Thomas Lawless, a senior software engineer at IBM, or his team had made the previous day, they started every workday checking to see if there was code to review. “It was like we were remaking the process every morning,” he says.

Lawless is responsible for overseeing the production, deployment and delivery of some of IBM’s largest intranet applications. “My scope spans development, continuous integration, test automation, deployment automation, and operations,” he explains, “which means that on any given day I’ll work with 40 or 50 different people, all on different teams.”

A major aspect of Lawless’s job is to introduce development techniques and services to improve operations and speed up delivery. He started
using Slack with other teams within IBM over a year ago as a hub for team communications, but he soon discovered that Slack is also useful for gathering non-human communication, like system alerts and notifications from other services, as well.

**Managing build and deployment processes in Slack**

At IBM, teams lean towards public Slack channels (for example, #development-team) so team members can discuss issues openly and experts from other teams can easily join to add their input.

Lawless explains that when an alert about a failure or an incident pops up in Slack, relevant team members will strike up a new, incident-specific channel where they can discuss potential resolutions and where anyone can invite other experts as needed.

“We have what we like to call an ‘end to end delivery pipeline’ that starts with source code and goes all the way through to production deployment. And now we have Slack integrated into all the key milestones in that process.”

**THOMAS LAWLESS**
Senior Software Engineer
When the issue's been resolved, the team ends up with a record of the entire incident, including all the files, screenshots, error messages and alerts discussed as they worked towards a resolution.

More recently, Lawless and his team have started using Slack with providers of the various services they use. He’s found that most companies are happy to share a private Slack channel across their teams so they can talk about problems and questions they might have, saving them a lot of back and forth.

**Fewer extra steps make for big productivity gains**

Lawless and his team have integrated Slack into every stage of the development process—from writing and testing initial source code all the way through to final deployment. Instead of spending mornings checking for new code to review, everyone picks up where they left off the day before.

“Anytime I’ve seen a Slack integration I’ve turned it on,” says Lawless. “It’s provided so much value and helped us save so many extra steps in our process.”

Team channels contain messages from people as well as system alerts from the numerous applications they’re using. Say, for example, a developer submits a user story for review in the source code. The system triggers a notification in the team’s Slack channel letting everyone know that there’s new code up for review. The reviewer can then go into the system to review the code directly from that Slack message.

“Before we used Slack, a developer would have had to find the person they felt should be the reviewer, and then email them or launch a one-on-one chat with them,” says Lawless.
With teams' workflows coursing through Slack, they can keep up the pace of their progress knowing they’ll be notified about individual code reviews as needed, which they can then acknowledge and start to address from right within Slack.

“The channel serves as a kind of audit trail. We use these incident channels as the root of our analysis for our post-mortems and what’s great is there’s no guesswork, because we have all that history right there.”

THOMAS LAWLESS
Senior Software Engineer

Rallying teams around system alerts for better incident management
Here’s a quick look at some popular team channels at IBM and the kinds of conversations and notifications that end up there:

• **#help-services**: Collects pull request (PR) notifications to facilitate automated peer code reviews and alerts the team when the request has been approved, saving team members from having to switch applications to get the latest update. The team also relies
on their Jenkins /Travis CI integration to notify the team when the status of a build changes.

- **#help-deployments**: Team members are notified of failed deployments as code changes make their way through test automation.

- **#help-tasks**: Posts notifications when there's a failure in batch processing jobs.

- **#starfleet-monitoring**: For runtime monitoring and incident management, notifications from NewRelic, Splunk and PagerDuty are pushed here.

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Naspers is a multinational media group operating in more than 130 countries. The company’s online classifieds company, OLX, designed an efficient system to quickly collect customer bug alerts from review sites, all with the help of Slack.

“We had an account with Slack for internal communication, but then I started thinking we need some integration that can help us to detect bugs or problems in real time,” says Cynthia Toral, Product Manager, Shared Services.

Enter Slack and integrations Zendesk and Appbot. When an error occurs or a user posts a comment on external review sites, Appbot scans the language for pre-selected keywords. The app then generates a comment in a designated Slack channel where all stakeholders can review. Zendesk generates a ticket and a custom report that OLX’s
300 million
ACTIVE USERS PER MONTH
“We want is provide a better experience to app users and improve the ratings and the performance of the apps. At the same time, to provide better and more accurate information to the relevant tech teams. Slack is allowing us to do this. Internal communication, but globally, to solve user problems.”

CYNTHIA TORAL
Product Manager, Shared Services
customer support specialists can reference when responding to customers.

"Before, nothing was automated," says Toral. "Hearing from customer support used to take at least a couple of days. Now, we get them fixes sooner."

So far, Naspers has rolled out the Slack customer support solution in two countries, and will eventually do the same in all 45 locations where OLX operates.

“We expect to reduce the time for bug detection and create a better experience for the end user who took the time to report a problem,” adds Toral. “By doing this, we hope to change that bad experience into a good rating.”
The Los Angeles Times has been delivering the news every day since December 4, 1881. Today its website draws an average of 39 million monthly unique visitors, 84 percent of those from outside Los Angeles. Slack helps them make sure that their home page includes the up-to-the-minute breaking news their readers rely on.

Before Slack, The Times had a multistep, email-based publishing workflow that led to a lot of overlap and confusion among the editors. Since they had already integrated their content management system (CMS) with Slack and were using BetaWire to pipe published stories into Slack, they wondered if they could integrate the entire process.

“Before, everything coming in to the copy desk would have to be emailed to a copy loop and then the copy editors would grab them,” explains Megan Garvey, Times Deputy Managing Editor. “Often more than one editor would claim a piece, then someone had to back out.”
Then the editor would copy and paste the link to edit the piece in the CMS and publish. It was sloppy.

“We’ve made the publishing process much simpler, and much faster. Now our editors can spend more time on journalism instead of dealing with the CMS.”

MEGAN GARVEY
Los Angeles Times Deputy Managing Editor for Digital

Now reporters share their stories with the editors in a Slack channel. The editors then use their custom-built Homepage Bot and custom-built buttons to publish, using Slack.

“It’s an efficiency built into the system and a way better workflow,” explains Garvey. “It lets them focus on journalism and not copy and pasting.”
Autodesk operates a suite of products that help architects, engineers, structural designers, manufacturers, animators, game developers, and visual effects artists bring their visions to life. The company aims to create a truly open source experience for the users of their products. They found that Slack was the right tool to establish openness within their walls and help them meet the demands of their industry and potential new hires.

Autodesk had used many different communication tools, with teams and subteams picking their favorites. Conversation and idea sharing between product groups, engineering, sales, marketing, and the executives were naturally limited. Guy Martin, Director, Open Source@ ADSK, reviewed all the tools teams were using. Slack emerged as the one to get behind.
“It was really about getting everybody in the same sandbox,” explains Martin. "Our big tag phrase, 'defaulting to open,' was not going to happen without Slack, where we were able start to have these kinds of conversations across the company."

Martin adds, “As we move to the cloud for our future products, we need to hire engineers who are familiar with cloud technologies, all of which are built on open source software. We are competing with many other companies for this scarce resource, so making our company more open source-friendly is critical for our future success.”

To truly “default to open,” Martin developed policies, best practices and coaching techniques to regiment Slack usage. He recruited Slack power users as volunteer admins who together oversee their 8,800-employee instance.

Now, “defaulting to open” is part of Autodesk’s fiber. “Slack has provided the only true cross-company, many-to-many collaboration platform,” says Martin. “We saw immediate benefits, including people making comments on our #adsk-slack-successes to the effect of ‘I've had more contact with other teams at Autodesk in the first six months of our Slack usage than I've had in 6 years at the company.’”
Shopify is the e-commerce platform for more than 500,000 stores around the world. Anyone who shops online has likely contributed to the $40 billion in sales that flows through Shopify. The company developed the platform so it could sell snowboard equipment and connect with customers directly instead of going through a third party. Shopify is still creating its own path by creating bots that make Slack work their way.

One of their most popular bots, with hundreds of uses, is called Spy. Three hundred developers helped to evolve its functionality. By typing “/spy” and an action in Slack, the team can run over a hundred custom commands, including:
• Receive phone, email, and chat support status updates, which helps the team manage requests and assign the right support team member to appropriate channels

• Query information about the most active shops, traffic volume and checkouts

• Query, inspect, start, and stop servers across our various data centers

• Track the duration of incidents and key events on the incident response timeline

• Create new repositories, add new team members to a repository, add or remove webhooks, and perform offsite backups of repositories in Github

Before Spy, three people knew how to do incident response. Now, they have 50 experts. Spy is so critical to how they work, they’ve taken steps to ensure the bot is secure, including backing it up across many data centers in case one fails.

“An outage to our systems costs tens of thousands of dollars a minute. If it just saves one minute of confusion, then it’s worth it,” says Arthorne. “So it was considered one of the most critical parts of our infrastructure to be able to withstand any kind of incident.”

**Uniting and delighting employees with Slack.**
Shopify is the e-commerce platform for more than 500,000 stores around the world. They started as a snowboard merchant who wanted a better connection with their customers who then evolved into an e-commerce platform that enables it. Since then they’ve championed
relationship building. Now they've turned to Slack to bring their employees together.

Slack is Shopify’s go-to tool for bringing their people-first culture to life, with custom bots that simplify their workflows and delight employees. They’ve created a bot that helps office coordinators plan for visitors from other offices, order meals and submit expenses. The company built an app called Rate My Plate that announces the lunch menu an hour before. Rate My Plate also lets employees vote on the tastiness of the meal, data that helps the front of house team plan future orders.

The Simple Poll app helps Shopify get employees’ thoughts before planning events. Their Unicorn bot pings a channel whenever anyone receives kudos (Unicorns). Unicorn can also be used as a project tracker.

Since Shopify’s business centers on shopping, Black Friday (the day after Thanksgiving when more than 100 million shoppers spent more than $3 billion last year) is a major event. So, they have a bot that tells them how many days until the big day. Slack was a major star at one of their recent Hack Days, with many employees making it to the final rounds by creating more Slack bots to improve the way they work.

“Slack is so ingrained in our culture,” says Lisa Madokoro, Culture Specialist. “It’s one of our cultural mediums for any sort of communication or points of connection.”
“The fact that Slack exists and is such an essential tool, it’s really helped us with scaling and still feeling connected to one another across remote offices and remote teams.”

LISA MADOKORO
Culture Specialist, Shopify
Accelerating the product feedback cycle with Slack

golucid.co

Lucid offers two cloud-based visual productivity platforms, Lucidchart and Lucidpress. Used in over 175 countries by more than 10 million people, Lucid has been growing at nearly 100% year-over-year, and the company relies on Slack to drive communication throughout the organization. Beyond their special interest channels and their love of gifs, Lucid uses Slack to save time in their product feedback cycle and to build tools that delight customers.

When Lucid decided to revamp both the technology and the design of their flagship product, Lucidchart, the team needed to stay on top of improvements that they needed to make, as well as identify and resolve bugs quickly that would impact core functionality. To get the necessary data, the product development team prompted the customer to provide feedback whenever they left the beta environment. Through a Zendesk integration, all customer feedback was fed into a #betafeedback channel in Slack.
“We would wake up in the morning and come in the office, and instead of waiting for somebody to process information or to export it out of Zendesk, we could see it from the day before, or the night before, and we could watch it come in real time,” says Matt Snyder, Director of User Experience Design.

The user experience, product design, and engineering teams monitored #betafeedback closely throughout the sprint. When a comment came into Slack via a Zendesk ticket, the teams used emoji reactions to mark it as read or critical. The group then kicked off a dialogue with internal teams in the channel.

“For a company like ours, it’s imperative to be responsive. We have to show customers that we care and that we listen. Our Slack integrations strengthen the relationship that the product development team and Lucid have with customers.”

MATT SNYDER
Director of User Experience Design

“As we started to close the feedback loop faster, we were able to come prepared with recommendations for the next sprint’s priorities and with solutions in mind. Accessing real-time feedback in Slack rather than waiting on a report from the customer support team gave us more time to dive deeper into critical design and technical issues with the new product. Sometimes we were able to create prototypes, design solutions, and reach out to customers before the sprint ended. It just helped us close the loop faster.”
Fashion brand Everlane and logistics company Happy Returns share a vision: innovating the way consumers shop and interact with retailers. So they paired up, and together they’re redefining customer service with the help of Slack.

From same-day delivery to the creation of an app that offers weather updates along with clothing suggestions, Everlane entered the scene as a different kind of retailer. Happy Returns recognized that unsatisfied shoppers prefer to return in person — and really like immediate refunds — so they set up Return Bar® locations in malls and stores across the United States.
The two companies meet in a Shared Channel in Slack, a secure space where customer experience teams from both sides come together from all across the country to exchange information, solve customer issues, and escalate any tech glitches in real time. When customers visit a Return Bar® location, Happy Returns Returnista™ assistants can contact a central support staff, who in turn reach out to Everlane employees in their Shared Channel to get answers to questions and complete returns.

“One of the biggest benefits of having Shared Channels is using Slack to communicate with vendors with their timely requests, since email would not be very helpful if there’s someone waiting with a product to return,” explains Alenduff.

Before Shared Channels, Everlane and Happy Returns resorted to a mix of email and Slack guest accounts to communicate between different subsets of people. As a result, collaboration among teams – and internally – was disjointed at times, and it took longer to resolve customer issues.

Now, in their Shared Channel, Happy Returns associates can easily reach the Everlane team if they’re having trouble finding a product or customer in their system, post photos and relay customer questions, and alert them of any glitches in the system within seconds.

“Shared Channels has increased our ability to collaborate and the level of transparency,” says Andre Julien, Manager of Operations at Happy Returns. “We’re able to solve customer issues a lot faster.”
“Having Shared Channels means that the setup is so much easier, especially for our vendors if they’re already in Slack. I can definitely see us moving over pre-existing relationships into Slack.”

BRIAN ALENDUFF
Digital Product Manager, Everlane
Many hospitals rely on external survey vendors to solicit feedback from patients after a stay. The Johns Hopkins Sibley Innovation Hub is out to gather information in real time to improve patient care in the moment. Slack is playing a big part in delivering this new approach. Hospital Consumer Assessment of Health Plans Surveys (HCAHPS), mandated by the federal government, often arrive up to six months after patients have left the hospital, making it difficult to respond or address their specific needs. The results of these surveys affect the bottom line too — the federal government uses the scores to determine how much hospitals are paid.

Instead of waiting for survey results, Johns Hopkins Sibley Innovation Hub equips patients with a wifi-connected tablet during their stay. They can watch movies or order food from their favorite restaurant, and they can also ask the staff for a warm blanket or a book through the concierge app loaded on their tablet. On the back end, a custom-
built app connects to Slack and the request triggers an alert in a Slack Channel monitored by on-call team members who can respond quickly.

The Johns Hopkins Sibley Innovation Hub also receives real-time feedback from patients. The tablet home screen features expressive faces, from happy and smiling to sad and frowning. Patients can tap a face that reflects how they’re feeling and write in comments to share details. That information is also posted to Slack. In the first two months of their pilot, patients submitted more than 120 surveys, earning the Hub a higher average response rate than the HCAHPS.

“Getting feedback in real time means we can respond in minutes and not miss the opportunity for service recovery.”

NICK DAWSON
Executive Director, Innovation

“The biggest benefit is the hardest to describe or quantify,” says Nick Dawson, Executive Director of Innovation. “It’s culture. Slack is both faster and more efficient while being more human and less formal. I don’t think I can go back to an e-mail-first work environment.”
Based in Los Angeles, California, Ticketmaster is the world’s leading live event ticketing company with over 480 million ticket transactions each year in 28 countries. Ticketmaster uses Slack to design and build new features as well as stay on top of any glitches or bad bots that affect site performance.

**Securing online sales with Slack**
Ticketmaster is the gateway to some of the most in-demand events, and when those tickets go on sale, countless eager fans flood the site. When managing massive demand, Ticketmaster’s engineering teams jump into Slack. Integrations like PagerDuty and Rigor help them immediately learn if and where any problems are and to troubleshoot, while Giphy keeps the mood light.
“I lead cross-functional initiatives that touch every facet of our business. Hundreds of people are contributing across the world with many stakeholders who need to stay informed. The ease of communication that Slack provides helps support the teams that are delivering value at this pace and scale,” says Sherry Taylor, Executive Director, Technology.

“"It helped enable the culture shift that we wanted to have and gave us a stronger sense of community.”

SHERRY TAYLOR
Executive Director, Technology

Following channels is one of the best ways to engage with an engineering team, a group that is as in-demand as the tickets. They were the first at Ticketmaster to use Slack. Other teams who needed to engage with them, including customer service, operations, and marketing, soon followed.

It works the way they work
It’s not the nature of the company to lock things down. They like that Slack is as open as they are and lets everyone get work done their own way. Taylor introduced Slack to Ticketmaster, but as she explains, she’s not in charge of it.
“Slack belongs to everyone, with each division acting as its own startup,” says Taylor. “But we still need to be able to work together. For wide-ranging initiatives, you don't just go to any single team and watch the information trickle down. You've got to talk to a lot of different groups. Even if you're not contributing to a project, you can following along by joining the channel.”

Roadblocks before, ease after
Taylor remembers how challenging it was for teams to jump into their work and be responsive away from the office before Slack. Slack's mobile friendliness, built-in company directory, and stored history of conversations helps the team get up to speed and get work done — even on the go. Now Ticketmaster can focus on building awesome new features, keeping the site running smoothly, slaying bad bots, and serving fans.

“Before Slack, you didn’t get the same meaningful, human interactions. It was more like sending an e-mail out there and hoping to get a response. It was formal and impersonal. Now, we have over 1,800 custom emojis.”

Sherry Taylor
Executive Director, Technology