

# The Business Value of Slack



IDC Research, Sponsored by Slack

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## THE BUSINESS VALUE OF SLACK

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32%

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Less email

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**“I’ve had more contact with other internal teams during the first six months of using Slack, than I’ve had during my prior six years at the company.”**

23%

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Fewer meetings

“

**“Slack made us heroes in the company.”**

## This is what the Slack-connected enterprise looks and sounds like.

But what **business value** does Slack drive, and how does that take shape across **different roles within an organization**?

To find out, IDC interviewed organizations spanning **5 countries, 11 industries**, and ranged from a **couple dozen employees to over 10,000**. The observed data provided insights into how the adoption of Slack added value to members of the sales, engineering, HR, marketing, and customer support teams.

Read on to see the findings, organized by role.

01

# The Business Value of Slack for Sales





## WIN MORE DEALS WITH SLACK

Sales teams are able to spend less time digging through account details and more time addressing the needs of the customer, and ultimately, moving deals forward.

**5%**

More likely to win a deal

**25%**

Increase in potential deals won per year <sup>1</sup>

**0.2%**

Increase in annual revenue <sup>2</sup>

“

**“The sales team has been able to increase its productivity more than the other teams. I’d say 20% higher productivity, contributing to 5% higher revenue.”**

”

**“We keep all of our communications related to a specific proposal in one channel with Slack. We have everything from pre-sale all the way until the campaign is executed and the sale has been made.”**

<sup>1</sup>IDC estimate based on average metrics of sales organizations using Slack that participated in this study that include: 3% more deals in pipeline with Slack, 5% higher deal win percentage with Slack, and 13% less time to close deals with Slack

<sup>2</sup> Average increase of \$904K in annual revenue; Analysis based on companies with average revenue of \$514M



## RESPOND TO SALES OPPORTUNITIES FASTER

Less internal back and forth during the deal cycle allows every aspect of the sales process to run more efficiently, from responding to leads, to closing deals.

**21%**

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Faster response time  
to sales lead

**16%**

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Quicker to issue  
sales offer

**13%**

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Shorter overall  
sales cycle <sup>1</sup>

“

**“The sales team is very busy and traveling all the time, and Slack is super user-friendly, especially on mobile. Just being able to quickly access documents and communicate with one another is really cutting down on the time it takes to follow up with leads and put together a proposal.”**

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<sup>1</sup> Based on time it takes to close a deal



**Slack channels increase the depth and breadth of information sales teams have access to, as well as a provide an avenue to share out updates and learnings in real time.**

Of sales leaders surveyed...

**100%**

Find Slack helps them better collaborate with non-sales teams

**86%**

Say it's easier to share key learnings with Slack

**86%**

Say Slack gives them better access to information in the field

**“**

**“Slack has helped promote information sharing across our sales verticals, as well as generally increase access to knowledge across our business.”**

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02

# The Business Value of Slack For Engineering

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## SPEED UP DEVELOPMENT

Centralized tools, automated workflows, and reduced context switching between applications result in more products and services delivered on time.

24%

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Increase in features delivered on time

23%

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Faster time to market

5%

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More engineering output delivered

“

**“The engineering team is spending more time moving our own product forward with Slack. They are shipping more code faster.”**

“

**“The impact of Slack is really faster time to market. In some cases, we’re the first to market, so we are beating competitors and effectively positioning our product in the market.”**



## AUTOMATE WORKFLOWS THROUGH INTEGRATIONS

Slack integrates automated tools into a single place, allowing engineers to spend less time with iterative, lower value tasks, and more time focused on product development and design.

27%

Less time  
needed to test  
and iterate

“

**“One of the engineers was able to set up a system that automatically pulled all of our support center tickets and move them into Slack.”**

“

**“What we’ve seen is the engineering team really taking advantage of Slack’s integrations with Jira and GitHub... Teams have done things like set up specific channels to automatically notify them of each build, and subsequently use those same channels to resolve issues as they come up.”**



## SQUASH BUGS FASTER

Slack centralizes feedback and increases discoverability of relevant information, which equips engineers with the context to respond to bugs more quickly and accurately.

**21%**

Less time needed to identify and resolve engineering-related bugs

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“

**“We can use Slack to evaluate customer feedback in real time, and the team can start working on solutions for problems before the problem is even called in.”**

“

**“The data discoverability has been the biggest benefit on the engineering side. When all this data is in a place that everybody can search, it’s much, much easier later to go back and track things down.”**

03

# The Business Value of Slack for HR





## RECRUIT MORE EFFECTIVELY

It's easier to find the right person for the job when you can move candidates through the hiring pipeline quicker with Slack.

3%

Reduction in  
time to hire new  
employees

“

**“Our recruiting team uses Slack to facilitate a more seamless and effective interview process. This helps us optimize interviewing candidates, which makes that process easier for us internally.”**

“

**“Instead of grabbing links and copy-pasting them in an email, HR can share that information directly in Slack... I would say that has reduced hiring time by 5% to 10%.”**



## ONBOARD EMPLOYEES MORE QUICKLY AND KEEP THEM HAPPIER OVER TIME

Faster onboarding means employees can more quickly do the jobs they were brought on to do; while the increased access between teammates fosters a more pleasant and productive culture.

# 24%

Faster to reach full employee productivity

“

**“I would say new employees are at full productivity ~25% sooner because there are fewer questions asked – they know where documents are and where to access them with Slack.”**

“

**“You can very quickly get up-to-speed and there’s a lot of stuff in Slack that you can look for as a new employee. It’s incredibly helpful for not starting at zero.”**

# 10%

Improvement in employee satisfaction

“

**“Slack really helps to facilitate culture at the company... and allows everybody who needs to be involved to be collaborating and accessible.”**

04

# The Business Value of Slack for Marketing





## EXECUTE AND ITERATE CAMPAIGNS MORE QUICKLY

Through the use of channels in Slack, marketers have reduced the time needed to approve budget, review creative, and plan media spend. Ultimately, this means quicker campaign cycles and more campaigns shipped each year.

16%

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Faster execution  
of marketing  
campaigns

“

**“Coordinating messaging, adjustments, optimizations, learnings, product development updates, approvals: all of that is being done through Slack.”**

8%

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Less time  
needed to  
launch marketing  
campaigns

“

**“We work by projects for marketing, so each project has its own channel, and all discussion is centralized within that channel. Instead of having multiple emails... now everything is happening in one specific Slack channel.”**



## IMPROVE COORDINATION WITH INTERNAL AND EXTERNAL STAKEHOLDERS ALIKE

Slack helps to bring marketers (and agency partners where applicable) in lockstep, so that projects are kicked off with alignment and on time. Less time is spent on searching for progress reports or asking for the latest creative, leaving more time for higher-value tasks that help to better realize each marketer's potential.

“

**“Launching a new brand from scratch with an agency has typically taken anywhere from six to eight months. We recently did it in about two-and-a-half to three months, and a good part of that was due to the ability to coordinate with our agencies over Slack.”**

“

**“Since we were sharing a lot of versions within emails, we sometimes were not sharing the right version with clients or people were using old versions to add modifications. I know that for a fact it's not happening anymore with Slack. Just this, I would say cuts down on campaign time by 15%.”**

05

# The Business Value of Slack for Customer Support





## THE BUSINESS VALUE OF SLACK FOR CUSTOMER SUPPORT

Resolve customer tickets with more speed and precision by tapping into the collective knowledge base available in Slack. Integrations with customer support software allow support teams to triage issues quickly and transparently, monitor social chatter and buzz, and even respond to customers directly from Slack.

**31%**

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Average reduction in  
ticket resolution time

**8%**

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More tickets  
routed correctly

**7%**

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More tickets  
resolved correctly

