



# 6 Ways Retailers Operate with Greater Agility and Drive Growth with Slack



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# Introduction

As retailers aim to build brand loyalty and inspire consumers to open their wallets, they must focus on real-time data to deliver exceptional customer experiences.

Each department plays a critical role in making that happen. Frontline workers provide personalized and knowledgeable service. Tech and service departments keep online shopping and returns running smoothly. And marketing and sales departments focus on targeting the right customers to drive purchases. In the push to drive more business, how can retailers help departments work faster and collaborate more effectively?

That's where Slack comes in. It's the AI-powered work operating system that brings teams together and drives new ways of working. Slack accelerates work with automation, extends the search and sharing of knowledge easily and engages everyone with flexible and easy-to-use tools. This all leads to faster, more productive teams and ultimately—happier customers.

Want to learn how? Here are six ways retailers are finding success and driving growth in a highly competitive industry with Slack.

# Frontline employees: Enhance store communication and collaboration

Frontline employees are the backbone of the retail industry, interacting directly with customers and ensuring smooth operations on the shop floor. But it can be a challenge to provide excellent customer service, replenish inventory and keep track of rotating promos.

From headquarters to the frontline, Slack [channels](#) provide a secure and fast way to broadcast critical information and drive in-store collaboration. This includes::

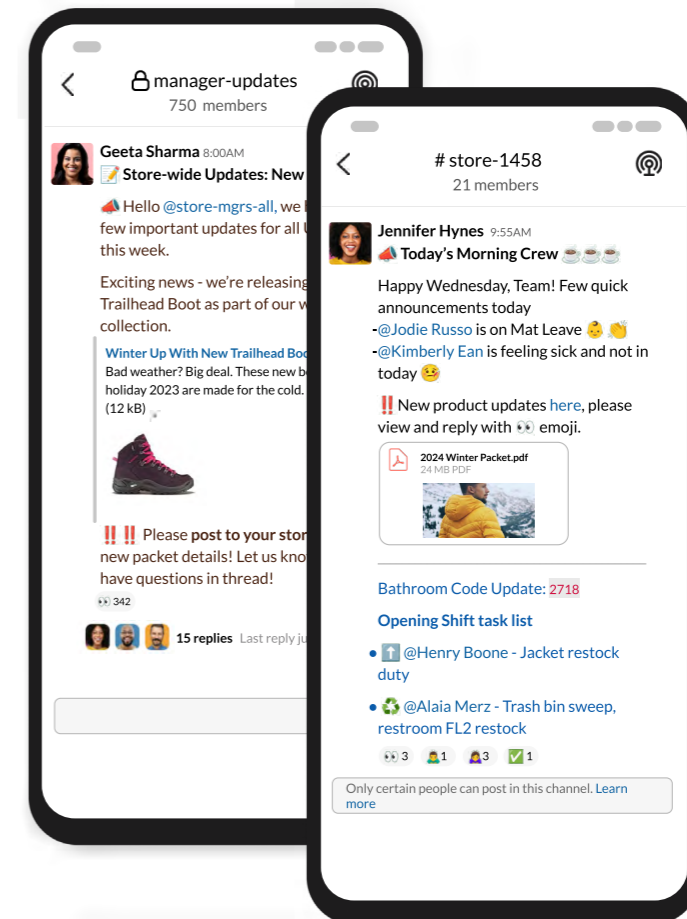
- **Sharing store-wide updates**, such as promos and new product details
- **Supplementing opening and closing planning**, here who's out sick and employee assignments for the opening task shift list
- **Sending daily instructions**, such as how to set up in-store displays or planograms
- **Connecting stores with HQ support** so managers can resolve inventory issues or customer escalations quickly
- **Providing faster feedback loops** among frontline employees, managers, corporate employees, and executives to benefit the whole business



The best part? All the information and data shared are [searchable](#) and available on any device, including mobile. So whether employees are on the floor or in the stockroom, they can quickly and easily find the information they need, or they can send a request quickly. When employees save time with Slack, they have more time to spend giving customers an exceptional experience.

In addition to simplifying in-store operations, Slack features also increase employee engagement and buy-in. With nearly half of retail employees [considering quitting](#), it's vital to ensure that frontline employees feel valued. With dedicated kudos channels in Slack, anyone can acknowledge an employee's hard work. Emoji reactions allow peers to add to the celebration.

**49%**  
more productive  
teams with Slack\*



\*Based on 2,707 global survey responses from weekly Slack users (December 2021), Salesforce FY23 Customer Success Metrics Global Report

# Retailer spotlight: Hanes empowers teams with real-time support and recognition

Clothing giant Hanesbrands Inc. uses Slack channels and a workflow to provide its stores with instant support. For example, when products are damaged or the point-of-sale system malfunctions, frontline team members can send a request directly to headquarters. The home office support team then works with other stakeholders to solve the problem quickly. They can reach out to the store with follow-up questions directly in Slack, eliminating calls and emails.

The channels Hanes set up not only support emergency escalations, but also celebrate everyone's hard work. A dedicated channel for recognition allows team members to seamlessly share their accomplishments with a quick shoutout or a more elaborate presentation featuring photos.

Slack helps Hanes achieve a faster feedback loop and improves engagement by removing the organization's hierarchy to give store staff access to corporate leaders and vice versa.

“The workflow gives teams real-time notifications to be able to react in the moment without having to start multiple texts, threads, and calls to kick off downstream processes.”

STEWART GREGORY  
SENIOR TECHNICAL SOLUTIONS MANAGER,  
HANESBRANDS, INC.

# Marketing: Improve campaigns and commerce journeys

Consumers might be spending less, but they are still shopping for their needs, especially via omnichannels. To remain competitive, it's more important than ever that marketing departments reach the right customers at the right time along commerce journeys and support faster time to market.

With [Slack Connect](#), marketing teams can brainstorm, execute campaign ideas, and collaborate with external partners and agencies in one place. That's how [Cole Haan](#) keeps its 15-month go-to-market strategy running smoothly.

Teams like brand and product design work together in channels to quickly find information across the organization and develop stronger seasonal campaigns. They also easily share product design files with vendors in Slack Connect channels. These internal and external channels create a historical log of data and assets, eliminating time-consuming back-and-forth communication. With Slack, Cole Haan collaborates better, streamlines the approval process, and gets products on shelves faster.

Marketing teams of any size can also optimize marketing performance with advanced [Salesforce integrations](#). The Salesforce for Slack app creates a digital command center, where, without ever leaving Slack, marketers can set up monitoring rules that keep track of commerce journeys in Marketing Cloud and send actionable alerts into Slack channels when there's an issue. This integration helps teams:

- **Get ahead of critical mission alerts** by tracking process activity and performance across Marketing Cloud and Commerce Cloud from one place
- **Avoid adverse business impact** by identifying inconsistencies in campaigns early with out-of-the-box smart rules that go beyond existing verifications
- **Resolve anomalies faster** by having a clear owner and the next best action steps users can take

These features enable marketers to adjust tactics quickly. For example, if a campaign performs far worse than expected, the digital command center notifies the relevant stakeholders of the issue in a channel. From there, they can start a conversation in a [thread](#) or create a dedicated channel to swarm on the particular challenge. Once the issue is resolved, it can be marked as such directly in the Slack channel, and if the plan needs updating, that can be done directly in Slack as well.



**37%**  
faster  
decision-making\*

\*Salesforce Customer Success Metrics Global Report, July 2023 2. "The Total Economic Impact™ of Slack for Technical Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, August 2020.



# Sales: Sell more with Sales Cloud and Slack for professional sales

Retailers managing sales opportunities, such as those with a B2B sales team or a retail network, must bring together reps, partners, experts, and sales data to collaborate on deals. With [Slack Elevate](#), Slack brings the best of Salesforce Sales Cloud – like real-time CRM data – to the place where reps are working. This integration helps sales teams:

- **Manage sales opportunities effortlessly** by bringing Salesforce data into the context of conversations and easily pushing updates back into the CRM in real time to ensure pipeline accuracy
- **Win more with data-informed decisions** by bringing together real-time CRM data, AI insights, and a deep repository of knowledge, all in Slack
- **Automate administrative processes** so reps can spend more time selling by centralizing and simplifying work with out-of-the-box workflows
- **Spend less time context switching** with the ability to update opportunities and forecasts quickly directly within Slack

Even for those not in the B2B space, integrating sales data into Slack with the conventional [Salesforce integration](#) makes supporting a retailer’s e-commerce operations effortless. That’s how boutique clothing retailer Mixology connects multiple data sources and consolidates its e-commerce and brick-and-mortar strategies. From one central sales channel, in-store employees can see inventory levels and efficiently pick and pack merchandise for e-commerce buyers quickly and efficiently.

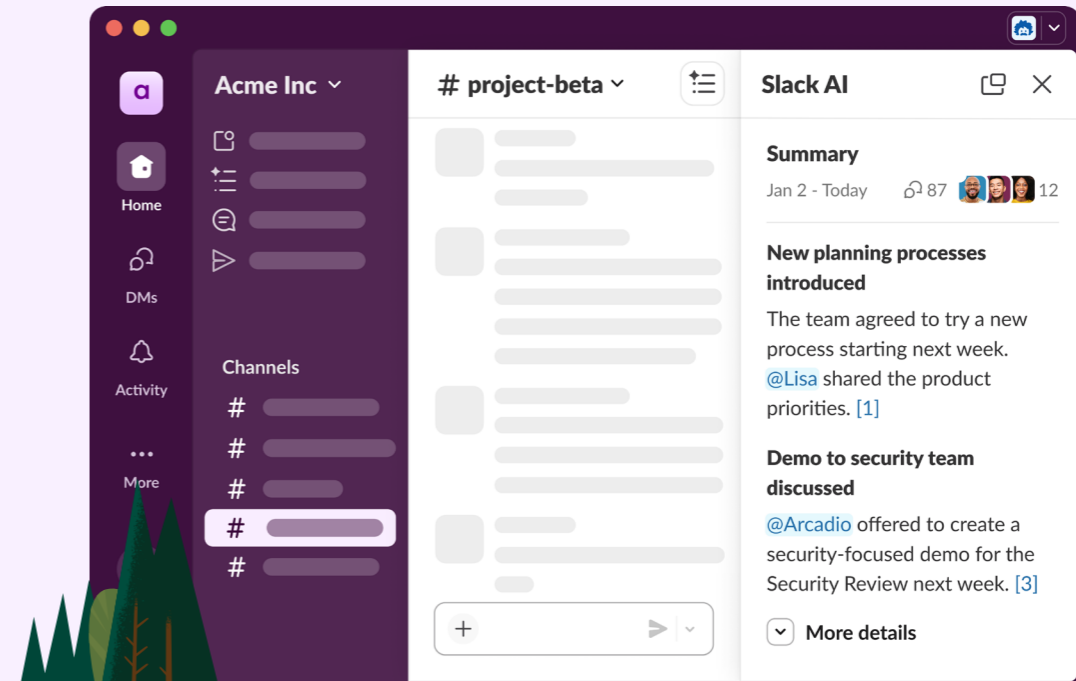
**35%**  
increase in sales productivity\*

\*Salesforce Customer Success Metrics Global Report, July 2023 2. “The Total Economic Impact™ of Slack for Technical Teams,” a commissioned study conducted by Forrester Consulting on behalf of Slack, August 2020.

# Do even more with Slack AI

Get relevant insights based on collective knowledge and conversations across the retail organization. [Slack AI](#) brings the power of generative AI directly to where every department works.

- **Marketing:** Harness channel summaries to catch up on the latest campaign strategy thread in one click
- **Sales:** Summarize account and retail vendor channels to better understand customer needs and add more context to selling conversations
- **Customer service:** Search and instantly find detailed answers on how to update a customer's payment information or cancel an online exchange
- **IT and engineering:** Get a recap each morning from select channels and stay up to date on the latest code reviews and incident reports

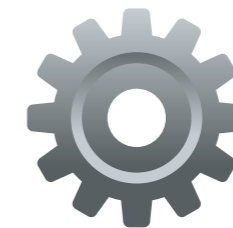


# Service: Speed up resolution times and accelerate customer satisfaction

For retailers, it's not just about the products. It's also about the customer experience. How quickly and easily customers can access support and resolve issues is what drives brand loyalty.

Slack brings together the experts, tools, and information agents need to resolve incidents fast. All from one place, service teams can:

- **Loop in the right experts and swarm on cases** using real-time CRM data with the [Service Cloud integration](#). In a dedicated channel, agents can access the customer's account, notify the appropriate expert, collaborate to solve the issue, and then update the customer's incident ticket, all from within Slack.
- **Collaborate in real time without relying on email chains or phone calls** using [huddles](#). Some cases require more in-depth help. That's where huddles come in handy. Agents can start an audio-only conversation with a teammate, share their screen, and solve customer issues quickly.
- **Find answers to their questions** with Slack as their searchable knowledge hub. Agents have access to previous cases and conversations so they can easily [search](#), find solutions to their questions, and get back to the customer sooner.



## Retailer spotlight: Saks Fifth Avenue provides lux customer service

Saks, the premier digital platform for luxury fashion in partnership with Saks Fifth Avenue stores, uses Slack to take a [digital-first approach to its customer service](#). The contact center team relies on channels to share content with customer service agents and triage issues so they can respond to customer feedback faster. Slack also acts as a historical record so agents can reference past cases to expedite resolutions and reduce escalations. All of this leads to a better customer experience and more loyal customers.



**32%**  
faster response times  
to customers\*

\*Salesforce Customer Success Metrics Global Report, July 2023 2." The Total Economic Impact™ of Slack for Technical Teams," a commissioned study conducted by Forrester Consulting on behalf of Slack, August 2020.

# IT and Engineering: Resolve incidents and innovate faster

To keep purchases rolling in and customers happy, IT and DevOps teams need the right mix of tools to resolve tech incidents quickly and create better e-commerce experiences.

Slack brings these teams together by centralizing and organizing information, using intelligent automation to streamline work and connect relevant stakeholders. Having one place to receive, review, and solve incidents minimizes interruptions and distractions, so teams can focus and reduce mean time to resolve. Slack gives teams the power to:

- **Automate actions and leverage AI** with [Workflow Builder](#) to streamline time-consuming tasks like fielding internal or external support requests. These workflows can be embedded everywhere so employees, customers, and partners can streamline processes or requests from anywhere.
- **Integrate key tools**, like the [PagerDuty](#) or [Salesforce](#) app, to push external IT ticket alerts directly into

dedicated channels so team members can jump on cases quickly. Engineering turns to the [CodeKickBot](#) and [GitHub Enterprise Server](#) apps to streamline code reviews and get to deployment faster. More than [2,600 integrations](#) bring data and tools directly where teams work to simplify and scale operations.

- **Collaborate and keep relevant stakeholders in the loop** with channels. Incident resolution and deployments involve many moving parts across different departments and partners. Keep everyone updated with dedicated channels. Even external vendors can be an extension of the team to solve incidents or collaborate on new software quickly with [Slack Connect](#).

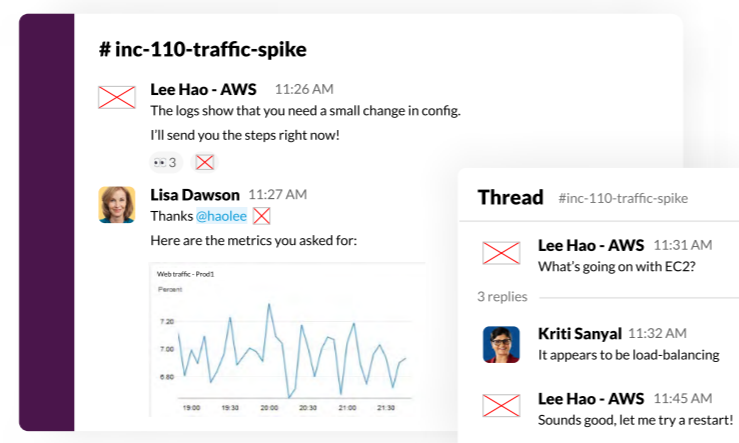
No more bouncing between different systems to find the right information or tool. IT and engineering teams have everything they need in one convenient place so they can spend more time innovating and less time fixing errors.

# Retailer spotlight: Wayfair reduces technical outages by 65%

Wayfair manages IT issues with Slack's Workflow Builder and connectors for third-party apps, helping [centralize incident management from one place](#). It all happens in the #major-incident-updates channel, where automated, real-time updates help IT specialists coordinate and solve incidents promptly.

When incidents roll in, the [PagerDuty](#) and [Datadog](#) integrations automatically create tickets and set a priority for each, ranging from P1 as a general and broad priority to P5 for more specific issues. Once specialists zero in on the most critical case, they use PagerDuty keyboard commands and workflows to create a dedicated channel for the incident, adding relevant experts to solve the issue as fast as possible.

Now IT specialists are achieving a first-time resolution of 85%. Not only are customers happier, but the IT team is too with a simple, more productive way to work.



**65%**  
reduction in  
technical outages  
for Wayfair

“Slack's Workflow Builder helps teams streamline processes, enhance collaboration and boost productivity. With automated tasks and seamless integration, Slack helps us focus more on customer and supplier experiences and less on administration.”

**ASAD RAHMAN**  
DIRETOR OF EMPLOYEE TECHNOLOGY,  
WAYFAIR

# HR: Automate onboarding for new hires

Slack is more than just a work operating system. It's a culture-building platform too. That's because from day one for new hires, it speeds up the onboarding process by providing all the information and guidance they need in one convenient place.

Hiring a new brand marketing team member or account manager? Slack can:

- **Create a seamless onboarding experience with a new-hire channel.** No-code templates with [Workflow Builder](#) automatically onboard new team members, sending them links to important documents and information as soon as they join a channel.
- **Invite newbies to relevant project channels to get them up to speed.** New hires can be added to channels for projects or customer accounts they might work on in the future. They can review [pinned posts, bookmarked files](#), and past conversations by scrolling or searching at their own pace.

- **Send automated reminders to keep new hires on track.** Streamline the learning journey using app integrations or [automatic reminders](#). Send directions, schedule check-ins or encourage new connections with colleagues to keep them on track.

From small boutiques with a dozen new hires to multinational retailers with thousands to onboard, Slack helps employees learn the ropes faster, with less



**36%**  
increase in  
employee  
engagement\*

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# Conclusion

Every team – from frontline workers to marketing, IT, sales, and HR – plays a crucial role in delivering exceptional customer experiences and driving growth. Providing the right tools to each department and bringing everyone together in one work operating system can support those efforts and transform a retailer's operations. With Slack, you can unify your teams, technology, and business to surpass customer expectations and keep them coming back for more.

**Ready to learn more?**

Contact us





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