



How leading companies innovate with Slack

Learn how five leading companies in Europe use Slack to drive innovation.



Why Slack?



“Slack channels allow one person to ask a question and everyone to see the answer. This means everyone is informed and salespeople find answers fast.”

Cornelia Bjørke-Hill
Head of Group
Communications and PR,
Simploer

s:mploer



“Slack features collectively make hybrid work not just more normal, but potentially even better than working solely in person.”

Sander Stomph
Co-Founder,
Kickstart AI

kickstart 



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Lewis Lebentz
Senior Technology
Manager, Just Eat
Takeaway.com

 **JUST EAT**
Takeaway.com



“Implementing Slack was like bringing our office floor-walking strategy into the digital realm. It allowed us to recreate those invaluable water cooler conversations in a remote environment.”

Richard Nolan
Chief Operating Officer,
Epos Now

 **eposnow**



“Automation and AI in the flow of work save time and make us all faster and more productive, allowing us to focus on what we should be focusing on – selling.”

Jonathan Hill
Regional Vice President,
High Tech, Salesforce

 **salesforce**

Today's leading companies use Slack to **power innovation**

Today, relevance and innovation go hand-in-hand – forward-thinking companies recognise this and are pushing their boundaries to stay ahead of the competition. Across a range of industries, companies such as Simplifier, Just Eat Takeaway.com, and Salesforce are using Slack to create new ways of working that boost productivity, collaboration, and efficiency.

By tapping into Slack's powerful features – like **Slack AI**, **Slack Sales Elevate**, and a slew of integrations and automations – these companies are not just streamlining their operations, they're also making their customer experiences better. With Slack, it's easier than ever to drive innovation for business growth.

Take Slack AI, for example. It helps users quickly catch up on conversations and pull insights from vast amounts of data. Then there are tools like **Slack lists** and **canvas**, which are perfect for tracking projects and sharing knowledge. And **Slack Sales Elevate** has completely transformed how sales teams manage their pipeline and client interactions right within Slack.

What follows are five stories spotlighting how some of the top companies in Europe are pushing their limits with Slack. These case studies highlight just how powerful Slack can be in unlocking further innovation and efficiency.

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.

More than
200,000
organisations have
chosen Slack as their
AI-powered work
operating system.



s:mployer

Simpløyer transformed its internal communications with Slack

Simpløyer, a trailblazer in HR and management solutions, simplifies complex HR processes for thousands of organisations across Europe. Its mission is to boost workplace efficiency and employee satisfaction with innovative services and tools.

**Simpløyer unified
communications with Slack,
boosting efficiency and
collaboration**

Communications used to be split between Teams, Slack, and Workplace due to different team needs and the use of alternative communications channels by companies acquired by Simpløyer. The company saw the need to consolidate communications into one platform to streamline information and improve collaboration, especially with remote work.

After assessing its needs, it chose Slack as the ideal tool. Dedicated channels for projects and departments enabled focused, real-time discussions. Direct messaging, file sharing, and tool integrations streamlined workflows while the transition from Workplace to Slack was eased with an internal handbook – unifying its use across the organisation.

And they're already seeing results. Employees can now access information more easily, with sales and product teams collaborating more efficiently. Simpløyer plans to integrate more third-party apps into Slack, automate routine tasks, and explore using Slack for external client communications to improve service delivery.

[Watch the full story](#)

Slack open groups allow one person to ask a question and everyone to see the answer. This means everyone is informed and salespeople find answers fast.

Cornelia Bjørke-Hill, Head of Group
Communications and PR, Simpløyer



The logo for Kickstart AI, featuring the word "kickstart" in a lowercase sans-serif font followed by "AI" in a smaller, bold, uppercase sans-serif font, all enclosed within a rounded rectangular border.

Kickstart AI created a more productive workplace with Slack AI

In 2019, prominent Netherlands companies convened to envision Dutch AI's future. Recognising its transformative potential, they combined forces under the banner of Kickstart AI to propel its advancement. By 2022, Kickstart AI had evolved into an autonomous non-profit initiative dedicated to catalysing AI adoption nationwide.

**Kickstart AI unified
its 10,000-member
community on Slack**

Following its rapid growth in membership, the collective needed a platform to manage its community of over 10,000 members. Fast forward to 2023 and it chose Slack which was already being used by most of its members and had capabilities to speed up their processes, enable collaboration, and streamline communication.

Now it has a central hub for real-time interactions and collaboration. AI tools within Slack generate automated meeting summaries, keeping everyone informed and aligned. This also helped to reduce admin work and boost productivity. An AI assistant in Slack also handles HR queries instantly, making processes more efficient.

Slack's AI tools allowed Kickstart AI to quickly implement innovative solutions. This seamless integration of AI improved internal processes and improved the AI services it offered to clients. Now the company enjoys improved communication, streamlined workflows, and enhanced strategic AI integration. This innovation enabled Kickstart AI to stay ahead of the competition and deliver superior AI solutions to its clients.

[Watch the full story](#)

These Slack features collectively make hybrid work not just more normal, but potentially even better than working solely in person.

Sander Stomph, Co-Founder
Kickstart AI





Just Eat Takeaway.com serves up innovation with Slack Integrations

Just Eat Takeaway.com is a global leader in online food delivery, serving 20 countries worldwide. Back in 2016, the company was hungry for a solution to streamline its fragmented communication tools. While its IT team was on HipChat, the rest of the business was using Google Hangouts. The company wanted to consolidate everything into one command centre for collaboration and efficiency across their teams.

**500 apps monthly
in Slack streamline and
automate processes**

Slack unified its communication and support chat operations. By integrating tools like PagerDuty, Jira, and GitHub, and by leveraging Slack's easy-to-use APIs, the Just Eat Takeaway.com team built custom apps to suit everyone's needs. The Slack request bot and admin-by-request app streamlined admin tasks, reducing reliance on help channels. **Automated Slack workflows** supported team efficiency across onboarding and IT functions support by handling over 1,200 active workflows.

Now the company has 500 apps running monthly on Slack – a mix of custom-built and pre-existing ones. This has significantly boosted productivity by centralising support within Slack, cutting down on context switching, and speeding up resolution times.

Looking ahead, Just Eat Takeaway.com plans to expand its palette of features, including adding **Marketing Cloud** to further boost employee productivity and seamlessly scale innovation across its partner ecosystem.

Watch the full story



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Lewis Lebentz, Senior Technology Manager, Just Eat Takeaway.com



How **Epos Now** brings data into the flow of work with Slack

Epos Now has quickly expanded from its UK roots to 10 global territories, including the Americas and APAC. It offers a range of services from POS (Point-of-sale) solutions to FinTech, capital lending, banking, and AI.

As a complex, fast-growing business, Epos Now faced challenges in maintaining effective communication across its expanding, predominantly remote-based workforce.

Epos Now receives twice as much employee feedback, with Slack boosting engagement

Slack revolutionised its communication strategy. By creating specialised channels for various products, territories, and functions, Epos Now established a robust framework for seamless collaboration, bridging the gap between frontline customer service teams and product development, enabling real-time responses to customer needs. With Slack's integrated reporting and performance insights tools, Epos Now can monitor key metrics daily, sparking proactive discussions and empowering quick, informed decision-making.

Since adopting Slack, Epos Now has experienced a dramatic boost in employee engagement and communication efficiency. Its quarterly engagement survey scores for communication skyrocketed from 3-4 to an impressive 7.5-8, doubling its feedback levels. This surge in effective communication has led to a noticeable drop in employee churn, fuelling the company's strong growth and operational success.

Watch the full story

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Slack powers Salesforce's innovative sales transformation

Salesforce helps businesses of all sizes and industries streamline their operations and improve customer interactions through innovative cloud solutions.

Salesforce wanted to boost its sales operations, centralise collaboration, cut down on process friction, and get real-time data insights to speed up and improve the sales cycle.

**Salesforce spends
53% less time updating
opportunities – boosting
productivity and improving
forecasting accuracy**

By implementing Slack Sales Elevate, Salesforce integrated CRM data directly into Slack. This allowed sales teams to access and update CRM records right from Slack, cutting down on context switching. In addition, features like proactive notifications, one-click workflows, and AI-driven insights streamline sales operations and boost productivity across the sales organisation.

Since implementing Slack Sales Elevate, Salesforce reported a 53% reduction in time spent updating opportunities and a significant increase in the frequency of CRM updates. This has led to better Salesforce hygiene and more accurate forecasting, allowing sales leaders to rely on timely and precise data.

Slack Sales Elevate has revolutionised Salesforce's workflow, enabling better sales outcomes and supporting a more proactive approach to managing deals. Salesforce is continuing to refine its workflows by integrating third-party integrations with Slack – driving even greater efficiency in sales operations globally.

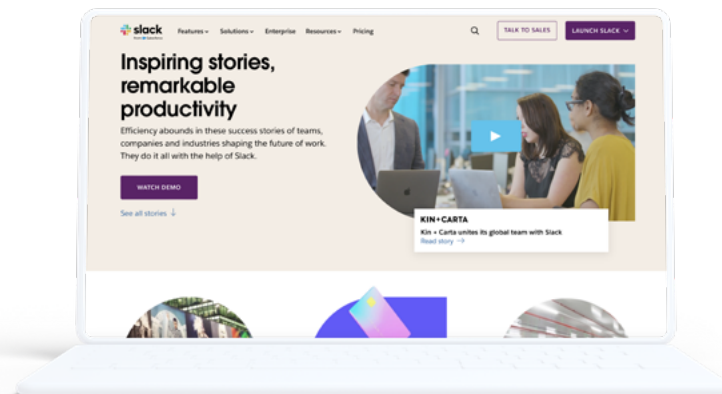
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Boost **business innovation** with Slack

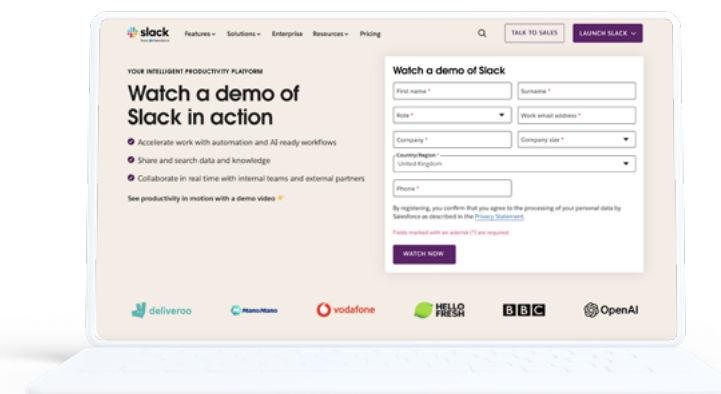


Read more stories

This is just a handful of our customers success stories. Read more about businesses just like yours that use Slack to:

- Solve problems faster
- Connect their teams
- Delight customers

READ MORE



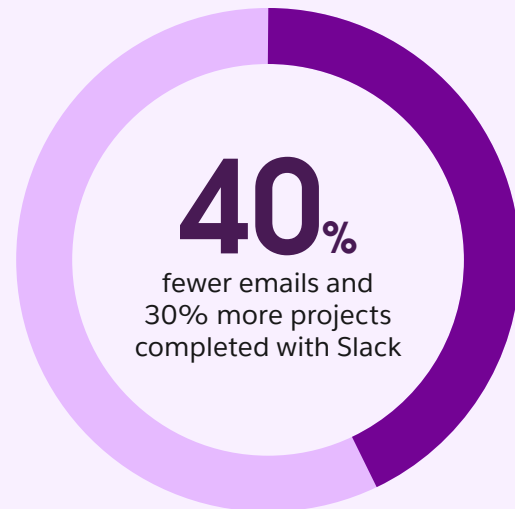
Watch a demo

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

WATCH DEMO

Slack is where work happens



Simployer



Salesforce

X2

more employee feedback

Epos Now



10,000

members unified on Slack

Kickstart AI

Streamlining and automating
processes through over
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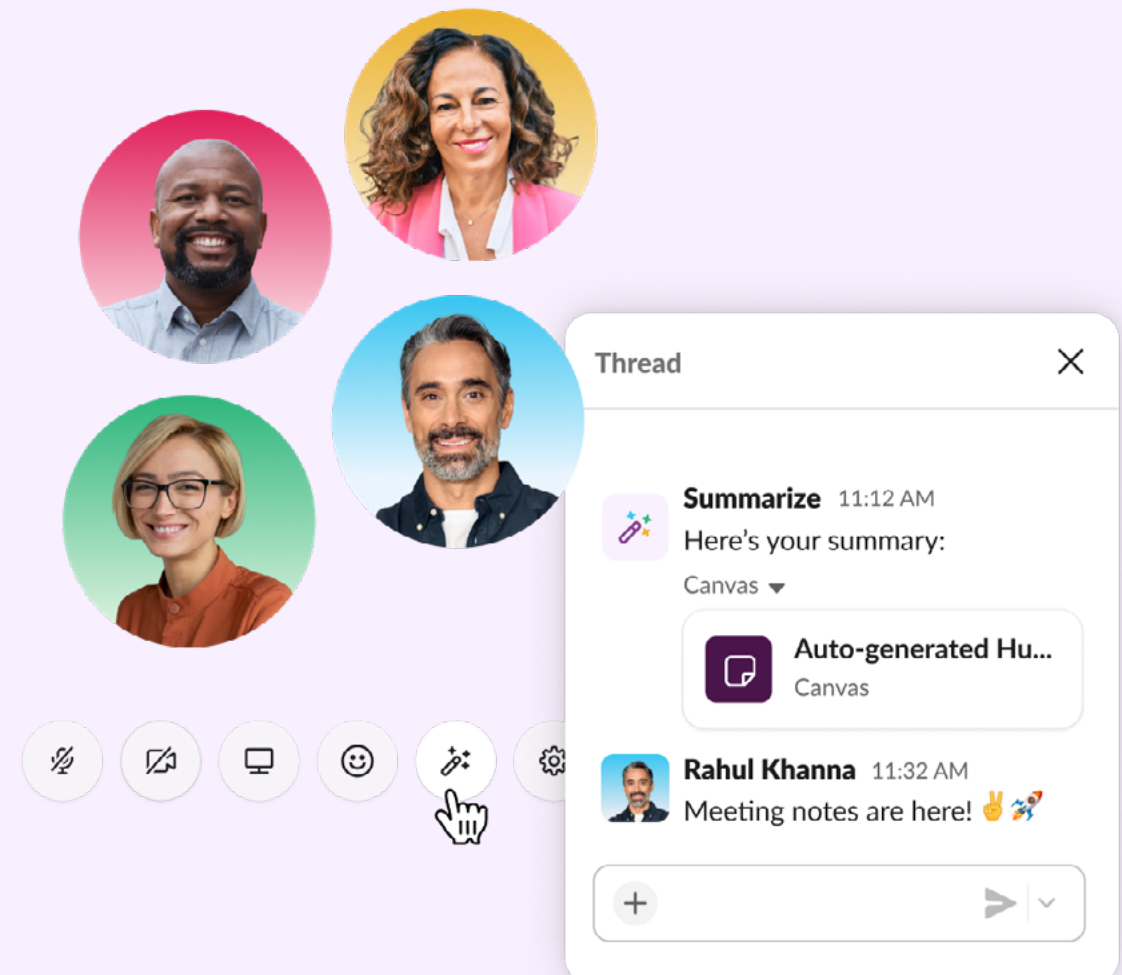
Just Eat Takeaway.com

Try Slack for free

Ready to try Slack for your business? Head over to slack.com/get-started to get up and running in minutes.

About Slack

Slack is where work happens for millions of people every day, helping organisations in every industry move faster and fulfill their missions. It's the operating system for work that centralises 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](#).





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