GyanSys

Unifying Slack Processes for Scalability & Improved Customer Experiences

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Three words that come to mind about the tech industry are innovation, development, and growth; these are also synonymous with Slack's vision, and plans for continued success in launching new offerings for customers.

GyanSys worked closely with Slack's Community and Customer Success teams to deliver a cleaner workflow, develop automation and simplify daily tasks to better serve their users and business accounts. This extensive project ensured a seamless transition from legacy tools and features to a scalable and robust solution for the future.

## The Slack Community: Building a Digital Forum

The workspace culture has evolved in recent years. Most companies have seen an increase in productivity from hybrid environments and shifting their communication offerings. This is where Slack's impact on businesses and personal usage has become paramount. To build on this momentum, the Slack Community team wanted to build a modern and dynamic forum platform for all their user groups.

GyanSys came in to enhance Slack's forum experience, addressing missing elements. Given our experience in the high-tech industry, we intuitively understood Slack's major pain points: keeping up with digital transformation and maintaining growth, developing data-driven decision-making models, standing out in the competitive market, and sharing knowledge.

To address these challenges for the Slack Community team, GyanSys was able to focus on the key requirements and deploy them in stages. This allowed the Slack teams to be prepared, and also to have the correct training planning in place.

Slack's Needs:

• Maintaining a scalable forum with the agility to seamlessly iterate future versions
• Enhanced understanding of patterns of adoption
• Amplifying data accessibility for all stakeholders
• Upscaling current engagement
• Localizing moderation tools
• Surfacing meaningful data on community health and engagement
• Integrating the Slack App and connecting data between systems

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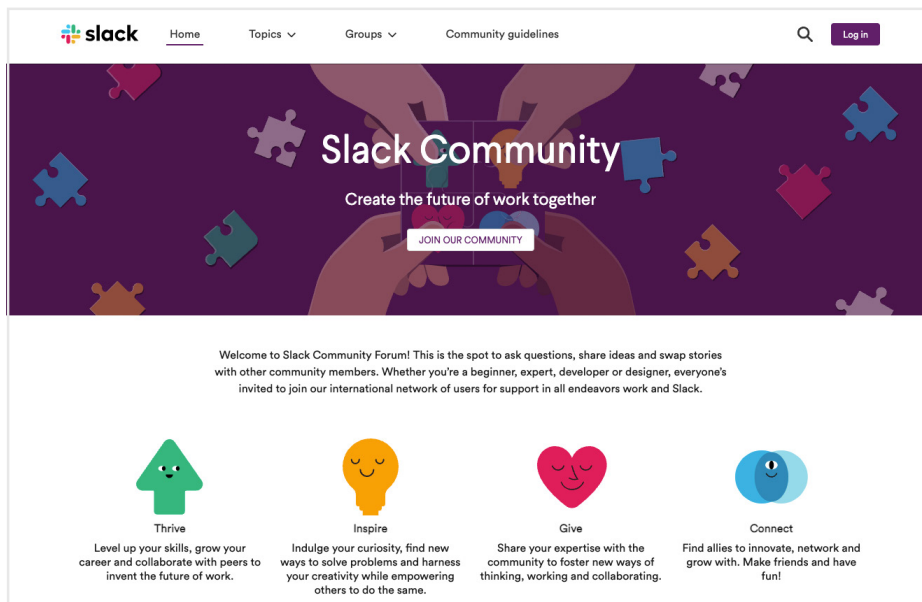
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Leveraging GyanSys's extensive experience in implementing Experience Cloud, we proposed a versatile and robust community platform for Slack users to answer their own questions and share posts on social channels. This solution also enables Moderators to maintain a scalable forum while also integrating with existing data and tech stack.

Key attributes leveling up GyanSys's Community forum solution from the competition is that our solution for Slack is discoverable through SEO, and also offers logged-out and logged-in experiences for all users. This fully aligns with the Slack brand to provide knowledge sharing and collaboration. Our team went a step even further and integrated the Customer Community Portal with Slack so that if a user follows a topic the new Slack App will fetch the 10 most recent topics.

The ultimate success of the project depended, as always, on end-user adoption and continued engagement. We assured this in three main ways: security in place around moderation for system admins and community moderators; deploying out-of-the-box features for collaboration and recognition, and implementing AI-powered dashboards and reports to track which groups and topics are most or least engaged with.

For end-users, GyanSys also developed additional features to mark the right and correct answers to the questions posted, with moderators themselves also verifying them. Each topic search also features the Related Questions section that is powered by AI to always provide the best options to further increase interaction. GyanSys took gamifying the forum experience to a new level by deploying features for recognition through awarding badges for the most helpful and engaged contributors.

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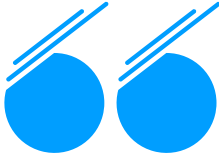
> "GyanSys scoped the project from Day One and provided several scalable solutions Slack can choose from according to the workshop and survey feedback. The GyanSys team made sure all technical specs were easy to understand, even for non-tech roles. Roadblocks did not affect the timeliness of the project as everything was documented and executed and nothing was missed."
>
> **– Elizabeth Kinsey, Director, Community, Slack**

Accurate Forecasting & Customer Success App

SaaS companies always need to discover smarter ways to serve their customers and develop a competitive advantage. Aside from improving their external user experience, Slack also needed to innovate their internal customer success and usage-based pricing processes. This new workflow focused on monetization re-engineering, including growing the relationships already built by the Customer Success Team and helping provide better visibility into each account's user consumption behavior. The main challenge was to help the team to learn and switch from fixing tech issues to predicting, retaining, and growing the number of Billable Active Users (BAU) of their business accounts.

Despite already having the Salesforce Classic platform, Slack had previously decided to move away from using the OOB Salesforce Collaborative Forecasting solution for forecasting activities due to certain limitations and unfulfilled requirements. As the data was already stored in Salesforce, GyanSys proved to the Customer Success and Management teams that Salesforce Sales Cloud is the best solution to build the right intuitive interface for a smoother transition.

CSM: Full Name	Sum of iBAU Forecast	Sum of Current iBAU QTD	Sum of Gap to Growth	% to Forecast	Gap to GFE	Sum of Mgr CMT	Sum of Mgr ML	Sum of Mgr BC
Adam Groth	-26,120	-6,505	0	25%	28,266	-27,070	-27,070	-27,070
B. Fisher	-54,995	0	0	0%	38,427	0	0	0
Christine McHone	-17,962	0	0	0%	17,424	-17,962	-17,962	-17,962
Daniel Pino	-48,949	0	0	0%	47,745	0	0	0
Gabe Kalal	-21,974	0	0	0%	23,497	-21,974	-21,974	-21,974
Geneva Ko	-77,665	0	0	0%	49,210	0	0	0
Jacob Campbell	-338,079	-1,505	3,200	1%	348,784	-84,000	-84,000	-79,140
Lucy Yu	-65,508	0	0	0%	62,890	-65,508	-65,508	-65,508
Mark Baker	-34,094	0	0	0%	38,876	0	0	0
Steph Lau	-193,488	0	0	0%	187,960	0	0	0
Vanessa Gatihi	-37,212	0	0	0%	49,342	0	0	0
Grand Total	**-916,046**	**-8,410**	**3,200**	**1%**	**892,421**	**-216,514**	**-216,514**	**-211,654**

Week of	Sum of CSM iBAU	Today's Forecasting Week: 15 Aug 2020		
		CMT	ML	BC
6/29/2020	-917,096	105	105	-
8/15/2020	-916,046	1,000	1,000	1,000

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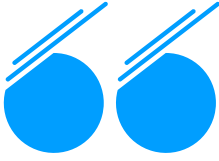
"GyanSys was instrumental in helping increase Slack's adoption of Salesforce across all lines of business. They were crucial in Slack's migration to LEX and re-implementation of CPQ."

– Jayann Woo, Salesforce Account Executive for Slack

Now Slack's Customer Success team can easily use the Slack Forecasting app to submit their forecasted consumption values for each business account, with the ability to automatically pull and calculate certain data points in order to increase efficiency. Instead of using Google Sheets and a lot of manual work to transfer and present data, their workflow is now streamlined with a consolidated view of all the business accounts and the Slack team's activities. Likewise, Slack's Management no longer needs to worry about data correction and adjustments, since they are able to evaluate information in real time. Slack found the tool so valuable that, after a year in operation, it led to the development of a second forecasting tool focused on managers and VPs.

Slack now has the right flexibility in their workflow to meet evolving needs and customer hybrid team compositions. Their team can now focus on delivering a strong product service that integrates easily with all tech stacks, as well as frequent product updates to keep up with the changing landscape. With these Salesforce solutions, Slack can discover and anticipate issues before they impact their user base, and use these insights derived from AI to make informed decisions and stay nimble.

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Whether you need to ignite your online community's growth and engagement, optimize your business account management processes, or launch automated pricing workflows, GyanSys will deliver the right size cross-cloud solutions for you. Like Slack, you can benefit from unifying and connecting your internal process with a single source of truth for scalable success.

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