

Innovation Spotlight No 1: Worknet: Turns Slack Into a Revenue Machine



People behind the start-up

Ami Heitner [LinkedIn](#) - Served as an executive at Microsoft and SAP and co-founded two companies that were acquired by SAP and Zoominfo.

While passionate about B2B communication technologies and the way that they can help improve business relationships and goals, Ami believes it is team-led growth that creates competitive advantage. Current design partners include Notion, Monte Carlo, Airbyte, Uplevel, Hyperproof and Liftoff Mobile Heros.

Background

Ami experienced the power of Slack for internal communication within companies. Having seen the introduction of Slack Connect¹, which allows people from different companies to collaborate, he realized the impact it could have for several commercial use-cases including sales and customer success.

As with other enabling technology such as email, workflow solutions enrich the value and improve worker efficiency. Ami quickly saw a need for added workflow solutions to Slack Connect, as an enabling technology for instant messaging.

The Problem

Revenue teams have a high volume of Slack messages making it hard to discern what's important and disposition accordingly. Consequently, valuable time is spent cutting through the noise to prioritize action and gather insight. This slows response times potentially extending deal cycles, harming the buyer experience, and reducing customer satisfaction.

Enabling the ability to communicate with customers directly through Slack Connect, as powerful as that is, exacerbates the problem of information overload. What's needed is a way to harness the power of Slack Connect without the added drain on productivity.

The Solution

Worknet offers conversation intelligence for revenue teams who use Slack Connect to communicate with buyers and customers.

It utilizes artificial intelligence and machine learning to assess messages exchanged using Slack Connect.

The system automatically uncovers critical information found within those messages. It then delivers key insights, automatically turns messages into support tickets, recommends activities and timing, and sends alerts for immediate attention. Key insights include competitor mentions, feature requests, satisfaction sentiment and more.

Playbooks prioritize communications based on customer milestones

Target Audience

Primary target is B2B technology companies using Slack for internal and external communication.

Specific personas include customer-facing roles in Sales, Marketing, Customer Success and Help Desk Support.

According to Slack, it has 10 million daily users. Slack Connect is reportedly used by 40K companies. It is unknown how many of those are customer-facing roles.

When (launch-date, Availability)

Worknet is an early-stage startup working with design partners to develop and finetune the product for a strong market-fit. Product GA TBD. Those wishing to be a design partner should go to <https://www.worknet.ai/> and enter their email to join.

A product subset for bulk messaging may soon be available from the Slack app store.

Early clients include: MonteCarlo, Airbyte, Notion

SalesTech Categorization

The Worknet solution doesn't fit neatly into existing categories on the SBI SalesTech landscape.

It is a revenue productivity tool in that it has the potential to save time. It also has elements of a revenue intelligence solution (capturing key buyer and customer conversation inputs), a knowledge and collaboration platform (although it's enhancing an existing platform, namely Slack Connect) and a customer success and product marketing platform (it's enabling social listening to discover what's valued and what isn't and to act on those findings).

Contact

Website: <https://www.worknet.ai/>

Contact: Ami Heitner

Phone: 425-505-1808

Email: ami@worknet.ai

LinkedIn: <https://www.linkedin.com/in/amiheitner/>

Location: Redmond, WA

If you'd like to know more about the solution, whether they are seeking funding and for how much, or have other questions, feel free to reach out to them directly