

# Salesforce's Slack is the latest to get juiced by generative AI

Article

**The news:** Salesforce-owned Slack has a beta-testing waitlist for ChatGPT integration.

- The generative AI-enhanced business communication tool can **craft replies to colleagues in seconds and search for answers about projects** and workplace topics, per [The Verge](#).

- The app version will include a three-dot icon in a given thread with a “Draft reply” option, letting users edit automated responses.
- Slack’s upgrade coincides with Salesforce unveiling its **Einstein GPT**, a generative AI offering based on **OpenAI** tech that can **generate sales and marketing emails, answer customer service questions, and write code**.

**Go big or go home?** Salesforce’s move is in line with the trend of tech companies exploring generative AI integration from all product angles.

- The idea that **AI could boost the global economy by \$15.7 trillion** by 2030 has ignited a gold rush among tech companies to carve out their slice of market share.
- Fears about being left behind are **driving enterprises to seek productivity gains from the technology. The pressure is on tech companies like Google to deliver pathways for making those anticipated gains a reality**.

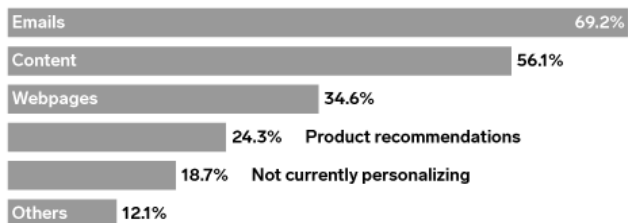
**Look for net value:** Generative AI is a powerful but messy technology that warrants careful implementation. Slack’s new bot could be instrumental in helping users quickly find vital information—if it produces **accurate and up-to-date responses**.

**Slack has been a go-to tool** for alleviating corporate concerns about remote work hindering collaboration and eroding team cohesion. Allowing **AI-generated dialogue between colleagues could result in a little time-saving at the expense of thoughtful workplace interactions**.

- As is the case with marketing emails, crafting personal, authentic messages is worthwhile for professional relationship-building even if generative AI excels at mimicking style and tone.
- Companies should **consider what could be gained as well as what could be lost from AI tool adoption**.

## Ways That Their Marketing Team Currently Personalizes Its Communications With Consumers According to US Senior Marketing Professionals, June 2022

% of respondents



Source: MoEngage, "Future of Marketing: Why Personalization Matters" in partnership with ClickZ, Oct 26, 2022

279534

eMarketer | InsiderIntelligence.com

### Related content:

- [Microsoft leads the software market and could see a \\$40B profit hike with ChatGPT](#)
- [Meta unveils AI that could beat ChatGPT on performance, efficiency](#)
- [Economists warn AI will create billionaires and leave office workers jobless](#)

*This article originally appeared in Insider Intelligence's Connectivity & Tech Briefing—a daily recap of top stories reshaping the technology industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.*

- *Are you a client? [Click here to subscribe.](#)*
- *Want to learn more about how you can benefit from our expert analysis? [Click here.](#)*