

Slack: Smarter Automation for CS Teams

Automate busywork. Stay ahead of risk. Work where you already are.

Customer Success teams win when they move fast. Hook's integration delivers the right signals into Slack, automates the busywork, and leaves your team with one thing to focus on: driving customer and revenue growth.

Built for efficiency

* Uninterrupted Workflow

Stay focused in Slack, without constantly logging into multiple tools.

* Get Ahead of Risk

Real-time alerts keep you proactive instead of reactive.

* Highly customizable

Build triggers from your customer data (e.g., risk status changes, low usage, missed QBR) and auto-post to Slack.

* Accountability & Visibility

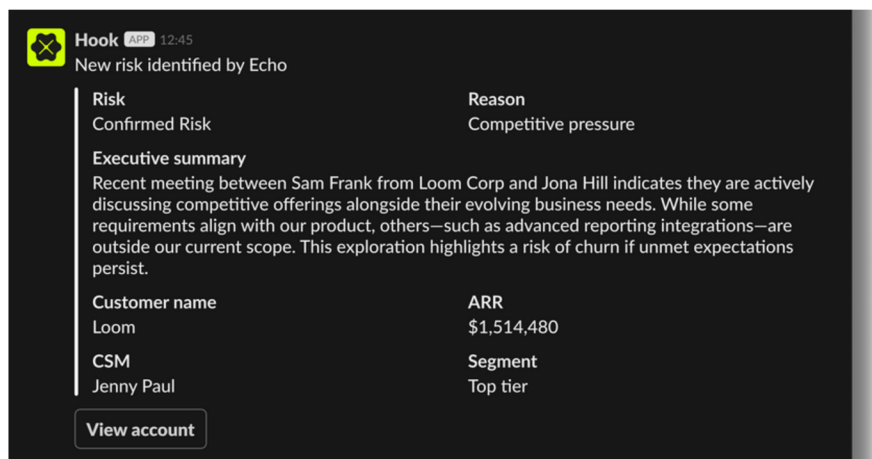
Leaders see what's happening across accounts; CSMs know what requires attention.

* Internal & External Coordination

Share account alerts in team channels or direct messages; loop in the right people instantly.

* Context-rich & controllable alerts

Add titles, variables, and mentions; choose delivery cadence (once, weekly, monthly) to prevent noise and keep messages actionable.



Here's how Hook customers are using it



Churn risk escalation

Notify VP CS when a CSM flags an account as high-risk.



Zombie users alert

Alert channel when >50 users go inactive in a key account.



Workflow monitoring

Surface when a CSM hasn't updated a risk status in 14+ days.



QBR accountability

DM CS leaders when an account hasn't had a QBR in 120 days.