



**INDUSTRY**

Home improvement retail

**WEBSITE**

homedepot.com

**LOCATION**

Atlanta, GA



“Workfront is a great platform to prioritize work and customize however you want to get it done. The Workfront for Slack integration adds even more efficiency. It’s a quicker way to give and receive info.”

—**Amber Dallapiazza**

Online Business Project Manager

## The Home Depot drives adoption with Workfront for Slack.

**THE CHALLENGE:** One of the biggest hurdles to introducing a new technology at work is proving to employees it will make their lives easier, not harder. People are often hesitant to put even more applications into their work rotation. The Home Depot Creative Services team knew they wanted to drive the internal adoption of the Workfront platform but understood they’d need to convince their members it wasn’t just a new tool to juggle, it would be a new way to get work done. The Workfront for Slack integration was the key to increase adoption across the department.

# Stay focused in one application.



## Keep focused by creating tasks within Slack.

“The integration is super convenient because if we’re talking in Slack and something comes up, we can add a task right there and get someone to work on it,” Amber adds. Now the team can brainstorm, align on and create new projects in the platform using the Workfront for Slack integration, without having to navigate away from productive conversations.



## Speed up communication by replying to Workfront questions via Slack.

Before using Workfront for Slack, Michelle recalls they jumped from email to Workfront, then back to Slack throughout the day. “You’re able to view the comments people have made and reply to them directly in Slack,” she says. “Then they’re automatically posted to the right places within Workfront. It’s so much faster.”



## Stay on top of it all with real time notifications.

Seeing Workfront notifications pop up in Slack helps Amber stay on top of any urgent requests at The Home Depot. “It’s one of my favorite parts of the integration,” she says. “I get notifications in real time when I’m not even in Workfront. They pop up in Slack, where I’m usually already working. Then I can quickly let someone know that I am looking at this, or provide updates right then and there.”



“People are communicating much faster because they’re already in Slack all the time. The integration means less software to hop into during the day.”

—**Michelle Ray**  
Creative Services Manager

## SUMMARY

Workfront for Slack helped The Home Depot Creative Services team get genuinely excited about using a new platform. In fact, their active Workfront users grew from about 30 to 700+ in a 4-year period. The adoption rate really started spiking after implementing the Workfront for Slack integration. Now Michelle and Amber’s team members are more efficient and engaged.