

Plays Well with Others:

How Email Complements
Slack and Teams

Looking Inward *and* Outward

Can you relate? An ongoing dilemma for organizations: finding the best tools and the right balance for strong digital communication with internal and external audiences.

Organizations benefit from using both digital, chat-based **“team collaboration” platforms** that support teamwork and meetings as well as **email list technology**. Team collaboration platforms can reduce workplace email between colleagues for some organizations, but they don’t replace email. Why? Because in addition to work and team collaboration, it’s just as important for organizations to nurture and grow customer and stakeholder relationships, build communities and networks and ensure that their expertise, brand, products and services stand out.

This guide gives you a closer look at how LISTSERV email list technology is a natural and important complement to two of the popular group collaboration platforms, Slack and Microsoft Teams, and offers insights into some key distinctions between these channels.



A Comparison Look: LISTSERV, Teams and Slack

Claims that Slack or other tools are killing email are nothing new-- they gloss over the fact that Slack and Teams are essentially two of a kind, while LISTSERV is existentially different. And this dualistic approach misses the point because *both* team collaboration platforms *and* email list technology are useful and help organizations reach their audiences and goals.

The biggest distinctions between Microsoft Teams and Slack vis a vis LISTSERV as group communication platforms are in four major areas: purpose, use, participation process, and delivery method.

Team collaboration platforms typically support communication among work teams of people from the same organization or project along with any external consultants for projects and meetings. Participation is initiated by an organizational administrator.

LISTSERV supports communication between a dispersed group of people at various organizations. A few of the email list technology's uses include professional knowledge-sharing lists, emergency alerts, informative newsletters, and supportive communities for life's challenges. Participation is initiated by the user and via confirmed email list subscription.

Here's a quick-view summary of comparison points:

| Solution | LISTSERV | Teams | Slack |
|-------------------|---|---|-----------------------------------|
| Provider | L-Soft | Microsoft | Slack Technologies |
| Definition | Email and online hub for email-based groups, forums, blogs, newsletters and announcements | Shared workspace collaboration and communication solution | Workplace team collaboration tool |
| Purpose | Internal and external knowledge | Internal work team collaboration, | Internal work team collaboration, |

| | | | |
|-----------------------------------|---|--|---|
| | exchange, discussion, support and engagement | planning, productivity, meetings | planning, productivity, meetings |
| Communication mode | Asynchronous messages, available for reading in email in-box when the user chooses to. Discussion group messages also archived online and viewable by date or thread. | Real-time chat in Teams channels | Real-time chat in Slack workspace channels |
| Minimum member requirement | User provides email address, confirms subscription and subscribes to a LISTSERV email list. Public list archives are accessible for browsing by anyone. | Organization's Microsoft 365 administrator creates an account and invites a user | Organization's Slack administrator creates an account and invites a user |
| Access to content | Email delivery, web access to the user interface, multiple delivery options | Web-based service, desktop and mobile apps, multiple notification options | Cloud-based service, desktop and mobile apps, multiple notification options |
| Message history and search | Unlimited | Unlimited (limited in freemium) | Unlimited |
| Conversation threads | Yes, in the online forum view mode | Yes | Yes |

| | | | |
|--|---|---|---|
| Integrations | Databases and directories (AD, LDAP); blog view integration with social media customization | Connectors can be added to a wide range of services and third-party app solutions; unified messaging; chat, meetings, calls, file-sharing, social media | Can connect a wide variety of services and third-party apps to workspaces; unified messaging; chat, meetings, calls, file sharing, social media |
| Customizations | Customization and branding of the LISTSERV site, email list home pages and responsive newsletter and announcement templates | Custom sidebar themes | Custom workspace themes |
| <p>For up-to-date information on features and details, visit the product page of each provider.</p> <p>The full LISTSERV feature checklist is available at: http://www.lsoft.com/products/listserv_checklist.asp</p> | | | |

Email is #1 among preferred communication channels at work (36 percent). One percent of respondents preferred enterprise social networks.

Adobe Consumer Email Survey Report, 2017

Email: In Its Own “Must-Have” League

No single company can provide a replacement system for email—not surprising because nothing beats the sheer universality and versatility of email. Generally, organizations using newer team collaboration tools like Slack and Teams don’t (and rightly so) ditch email, which makes sense because it’s literally everywhere and a part of our daily lives and our business communications, on a higher level than any other tool. And after all, LISTSERV and email play well together with team collaboration tools, too.

Almost everyone online has an email address.

The number of email users is about half of the world population, and this is projected to keep growing.

The Radicati Group: Email Marketing 2019-2023

Lifetime Value

Email’s reach, reliability and results are unmatched. As the most proven and widely used communication channel, email in general and specifically email list technology continue to evolve—examples include new dynamic formats, security enhancements and greater user control.

Investing in email technology and services is a smart value proposition with short- and long-term impacts. Email list technology helps organizations of all types to develop their own customized, branded channels and communications, reaching internal stakeholders and external audiences with relevant, valuable content.

“Email is so essential, important and entrenched in the lives of people today that it is nearly impossible to imagine life without it - Email isn’t going away, 83% of Generation Z respondents believe their email usage will stay the same or increase in the next 5 years.”

SendGrid: The Future of Digital Communications

Connect, Communicate, Collaborate

With permission-based email list solutions like LISTSERV, organizations can easily reach and engage their target audiences with one-way and group communication channels, such as:

- ✓ Customized newsletters
- ✓ Essential announcements, alerts and updates
- ✓ Informative email-based blogs
- ✓ Dedicated email discussion groups
- ✓ Online forums with searchable discussion threads
- ✓ Support communities

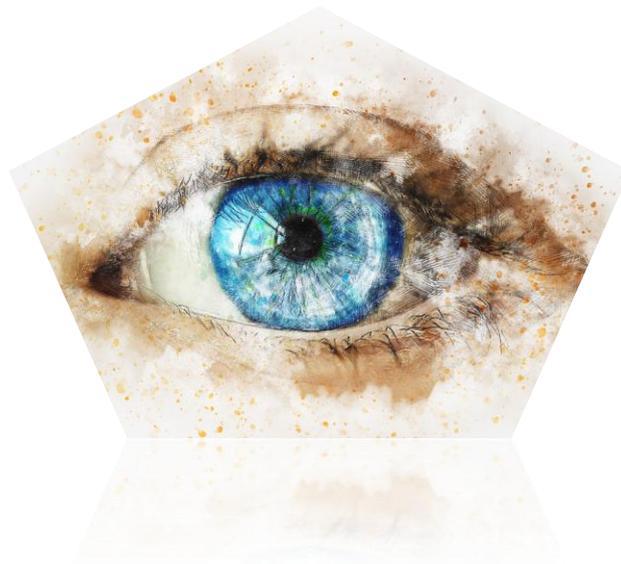
Did You Know?

Each LISTSERV list has a list owner or moderator who is responsible for day-to-day list management, subscriber questions, processing of list subscription requests and other functions to keep content quality high and subscribers happy. List owners approve or reject requests to join their list based on whether the list/group is public (open to anyone) or private (for members of a specific organization, etc.).

Glimpsing the Future, Focusing on the Human

Organizations across all sectors—from government agencies to corporations and not-for-profit associations to educational institutions—need to mindfully select communication platforms with dedicated functions to suit their needs and ensure staff are trained to use these tools. Too many systems to maintain and learn cost organizations time, money and resources. Solutions that support internal work team collaboration differ from tools that enable all types of external communication. LISTSERV email list technology and team collaboration platforms are complementary solutions that handle the spectrum of communications an organization needs today and beyond.

Communication tools should work intuitively in the background, supporting human creativity and helping organizations solve problems and cultivate relationships. Robots and AI bots are already handling portions of digital communication work today, a phenomenon that continues to develop. But human communication—*getting in touch, connecting, learning, sharing experiences, offering support, developing skills, exchanging knowledge, and building community*—is in both our DNA and our everyday lives.



Key Takeaways

- ❖ Microsoft Teams and Slack provide a platform for pre-designated group collaboration, established by and for a specific purpose or project. Teams and Slack communications are in the form of real-time chat within an assigned user group. Members launch the platform and access it via their profiles.
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- ❖ Work team collaboration tools like Teams and Slack offer file sharing, meeting capabilities and more features designed to make a team's work in a pre-defined domain area and online space easier
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- ❖ LISTSERV provides a platform for an organization's internal and external communication needs, allowing organizations to create and manage email discussion, newsletter and announcement lists on any given topic. Communications are asynchronous; meaning users from around the world can read and interact with messages as their schedules permit. People must actively provide consent and their email address (from any email service) to join an email list, and, once subscribed to the list, they can participate on their terms.
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- ❖ With LISTSERV, email messages are delivered simultaneously, via email and displayed in the responsive and searchable online web archives. This makes the information easy to locate, search and share, even in the future.
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Next Steps

For a free consultation to discuss and evaluate your organization's communication technology needs, we invite you to get in touch with L-Soft. We're the exclusive provider of LISTSERV email list management and email marketing solutions, including on-premises software and hosted cloud services for newsletters, discussion groups, permission-based email marketing campaigns and opt-in email communities. Access free demos, expert support and more: <http://lsoft.com>



Taking Notes: A Checklist for Your Needs and Tools

- ✓ Communication systems with participants from within the organization: _____
- ✓ Communication systems with external participants:

- ✓ Synchronous, real-time communication systems:

- ✓ Asynchronous, as-time permits, communication systems:

- ✓ Everyday staff email technology/service:

- ✓ Email list communication technology/service (for newsletters and discussion groups): _____
- ✓ Team collaboration platform:

- ✓ Integration with apps and third-party services:

- ✓ Integration with databases and directories:

- ✓ Communication branding and customization needs: _____
- ✓ Software-as-a-Service (SaaS) and cloud services/platforms:

- ✓ On-premises software:

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The Future of Digital Communication: SendGrid

<https://go.sendgrid.com/Future-of-Digital-Communication-Study.html>

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