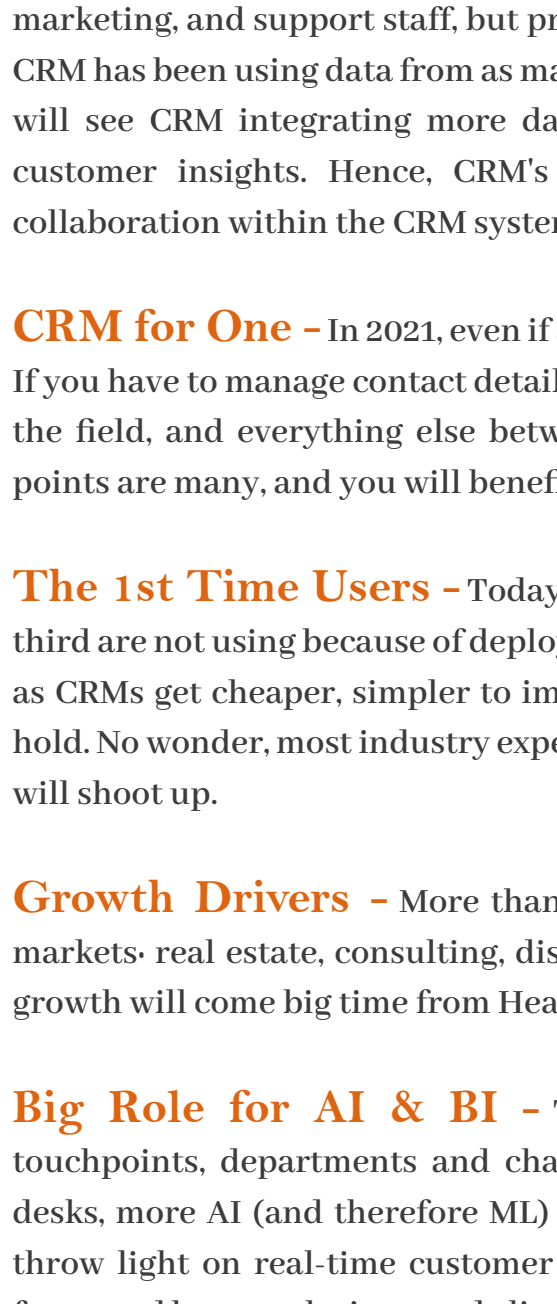




Leaderspeak

2021 & CRM



Ibrahim Ahmad, MD @ GTPL

After spending two full days shifting through various expert views, here is my 'Must Must Have' list of key CRM trends that tech and business professionals must not lose sight of as they start the new year.

XaaS Time - After SaaS (software as a service) everything as a service (XaaS) is gaining momentum. Suddenly this new type of consumer who does not want to buy but use and pay, is increasing. This opens huge opportunities as well as challenges, in customer relationship management. For instance, some car makers are now saying, "You don't have to buy my car, just use it for as long as you want, return it, and take another car, at a fee". Similarly, today if you don't want to buy or rent an office, just walk into a WeWork space on a use and pay model.

Know Us More - While the fact is that privacy in the digital world is becoming important, CRM gurus believe that consumers want companies to know more about them. A research by Zendesk says that 57% of consumers believe companies need to know them better to provide a more consistent customer experience. This makes CRM for any company even more critical.

Much More than Sales - With companies increasing levels of digitalisation and automation, CRM and the data it collects, will be used not only by customer facing sales, marketing, and support staff, but practically every one who plays a role in customer delight. CRM has been using data from as many as 12 sources for its functioning today. Going forward will see CRM integrating more data sources and even third party applications to draw customer insights. Hence, CRM's growing integration with other tech resources and collaboration within the CRM system will become order of the day.

CRM for One - In 2021, even if a company has just one employee, it could be a CRM user. If you have to manage contact details and various other customer data, leadgen, proposals in the field, and everything else between placing the order to collect the money, then pain points are many, and you will benefit from using a CRM app.

The 1st Time Users - Today, less than 65% of sales people use CRM. The balance one third are not using because of deployment and running costs, lack of tech knowledge, etc. But as CRMs get cheaper, simpler to implement and easier to use, these entry barriers will not hold. No wonder, most industry experts agree that growth rate of first time CRM users in 2021 will shoot up.

Growth Drivers - More than 50% of CRM buyers in 2019 were in one of these four markets: real estate, consulting, distribution and insurance. But as we step into 2021, CRM growth will come big time from Healthcare, Finance, Insurance, and Manufacturing verticals.

Big Role for AI & BI - To give businesses faster access to data from multiple touchpoints, departments and channels like sales, marketing, contact centers and help desks, more AI (and therefore ML) and BI will redefine the CRM platforms. This will help to throw light on real-time customer behaviours, offer insights on buying patterns, provide faster and better solutions, and eliminate human errors, thus sales success rate. AI and BI will also automate laborious and long drawn out manual tasks, thus improving the employee productivity.

Plenty To Choose From - Salesforce leads the CRM market (global top for last 7 consecutive years and approx 20% market share), but there are other players around too. But SAP, HubSpot, FreshSales, SugarCRM, NextL, Insightly, Appvivo, StayinFront, Keap, Less Annoying CRM, Zoho, Redtail etc. are some of the several hundreds of players around. With so many options for customers to choose from, CRM solution providers will have to embrace cutting edge technologies to beat competition.

The Talking CRM - Voice UI will start getting integrated with CRM platforms and solutions as self-service picks up in many products and services available in the market today. For instance, Chatbots are increasingly engaged to minimize manual management tasks. These chatbots are programmed to engage customers, ask questions, sum up details and provide the end users with more personalized content. The synergy between automation and CRM has enabled chatbots to complete more contact management tasks without any human interference. An Adobe study on voice technology says that around 94% users find voice technology easy to use, and saves time.

The IoT Impact - If our world will have 8.2 billion people and 70 billion IoT devices by 2025, as experts predict, be sure that IoT will redefine CRM very soon. These devices will roll out a Salesforce-based issue tracking system. Nafeesa worked with us from start to finish - she listened carefully to our problem statement, took the time to understand our current situation, where we wanted to go, and guided us carefully through definition, issue flow, testing, and rollout. Nafeesa was extremely patient as we slowly renamed things, revised pick-lists, and figured out what we wanted/needed. We're very happy with the solution that she and her team delivered, and the solution has made it much easier to manage our cases.

The Mobile CRM - Smartphones, cloud, and the Covid19 pandemic have redefined the way consumers buy and businesses conduct their operations. Remote working, round the clock working and WFH have become the norm of the day. Mobility is the name of the game. This calls for compact CRM resources with easy online-offline interchangeable capabilities, and more mobile compatible CRM features to meet the ever increasing and changing users needs.

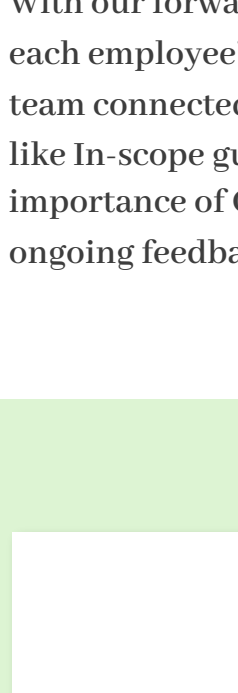
The Social CRM - Integration of social media channels into CRM platforms is logical. For instance, with a social media clubbed CRM, companies can get powerful insights from social media posts while gaining a better understanding of brand perception in general. With a social CRM rapport with customers, both existing and potential, can be faster, simpler and better. Social CRM is being increasingly seen as a platform that would generate more leads, win more customers and retain them.

These trends and in no order of priority, and I am sure many more can be identified. However, what is clear is that the world of CRM is going to get more exciting, yet challenging. And it will gain more importance for an organisation's success. Remember Customer is the King, and CRM is all about customer relationship management.

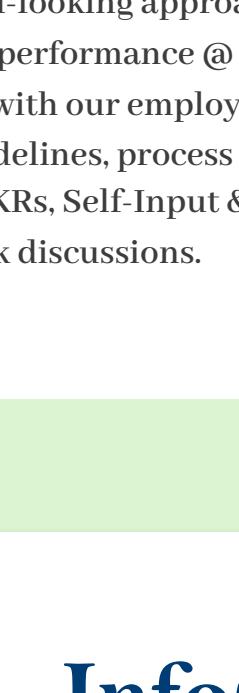
Infoglen Family

Celebrating Performance

EcoLab QA Automation goes Live !



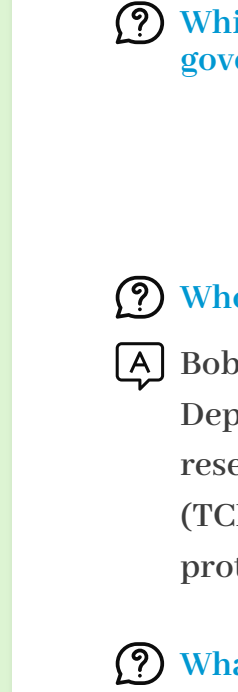
Leela Chai



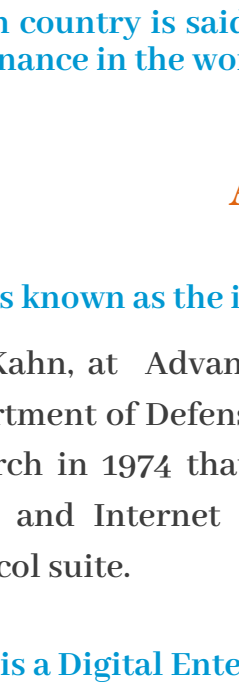
Nikhil Soni

Congratulations to Nikhil, Shivanand, Swati, Madhu, Sunita and Harvesh on achieving this milestone, under tight timelines and many challenges.

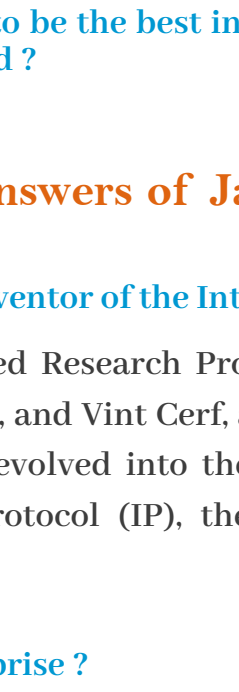
Thanks to Nikhil and Leela, for their excellent leadership throughout the journey.



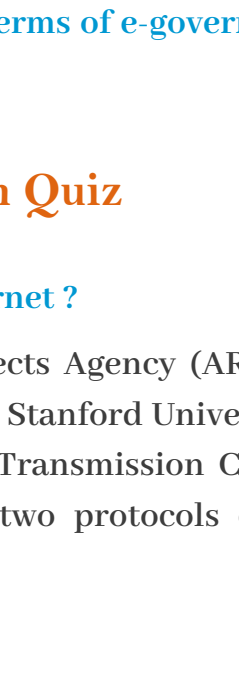
Swati Sharma



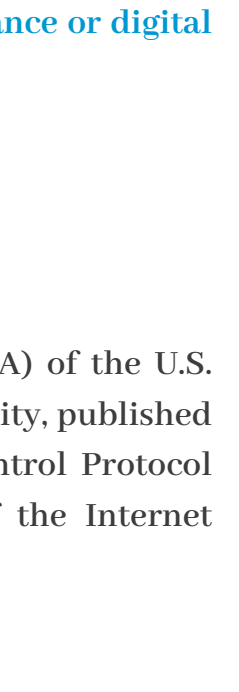
Harvesh Kumar



Madhusmita Das



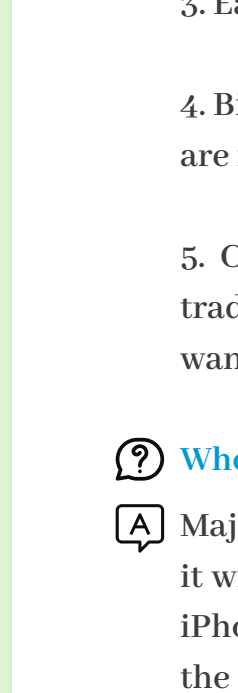
Shivanand Jangam



Sunita Shinde

Kudos to the team, Cheers !

Ex-Customer Success Manager at Waymo gives Kudos to Nafeesa Ahmed

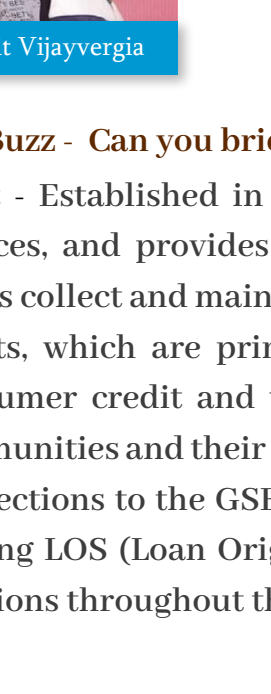


Nafeesa Ahmed

"My team has worked closely with Nafeesa over the past seven months to roll out a Salesforce-based issue tracking system. Nafeesa worked with us from start to finish - she listened carefully to our problem statement, took the time to understand our current situation, where we wanted to go, and guided us carefully through definition, issue flow, testing, and rollout. Nafeesa was extremely patient as we slowly renamed things, revised pick-lists, and figured out what we wanted/needed. We're very happy with the solution that she and her team delivered, and the solution has made it much easier to manage our cases."

Nafeesa was the key element to our success. Not only was she patient and knowledgeable, she worked to keep us on track. She was the project lead - it was a welcome change to have the IT lead pushing my team for deliverables and not the other way around. It was a pleasure to work with Nafeesa and my team is looking forward to working with her on additional projects."

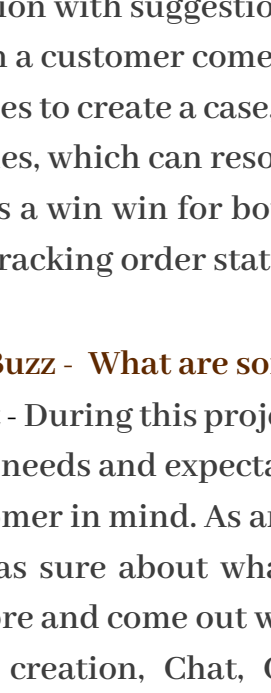
The New Infoglenners


 Nav Singh
Sales Manager, Toronto

Your Favourite Quote - "Some people dream of success, while other people get up every morning and make it happen." - Wayne Huizenga

Adjective for yourself starting with the first alphabet of your name - I know it will sound too pompous or cheesy but an adjective to summarize me is "Natural" free from artificiality. I am what I am without any customizations or upgrades.

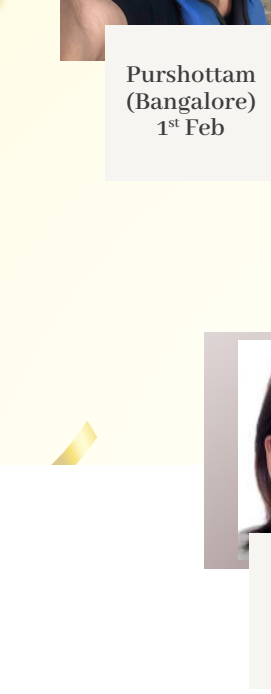
Top 3 Strengths - Persistence, Empathy and Positive Mindset


 Geeta Mulani
Analyst IIR, Pune

Your Favourite Quote - The way to get started is to quit talking and begin doing.

Adjective for yourself starting with the first alphabet of your name - Generous and Goal oriented

Top 3 Strengths - Determination, Flexibility to handle change, and Reliable

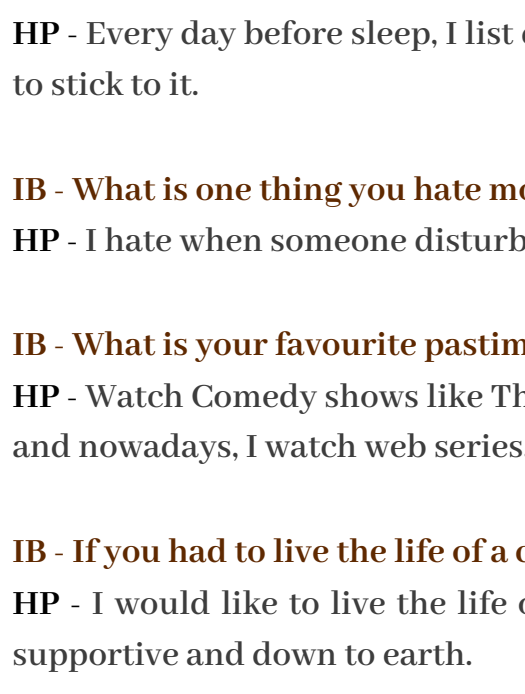

 Zain Hoda
Strategy Programs Manager, Pune

Your Favourite Quote - 'Attitude, not aptitude, determines altitude' - Zig Ziglar

Adjective for yourself starting with the first alphabet of your name - Zestful

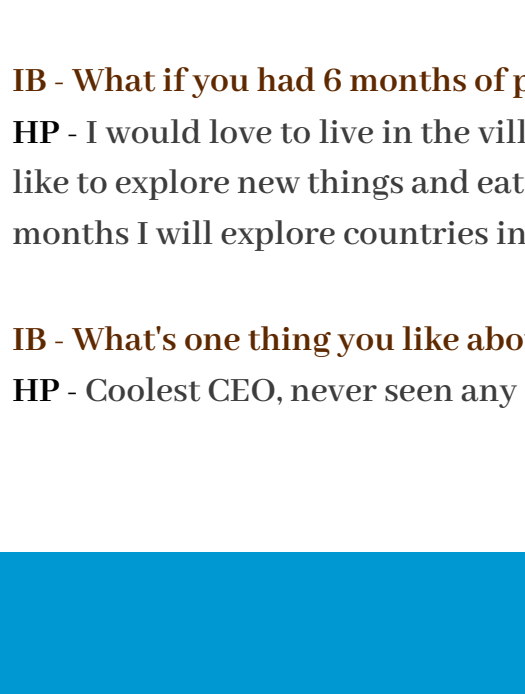
Top 3 Strengths - Inquisitive, Critical Thinker and Communication

Salesforce News



Salesforce has announced to help government, healthcare, educational and nonprofit organizations through the Vaccine Cloud, to manage safely and efficiently their vaccine programs.

[Read More](#)



Accenture and Salesforce are expanding their partnership to help companies embed sustainability into their business and meet customer expectations.

[Read More](#)



Salesforce has announced a new product Loyalty Management across industries, to increase customer trust and personalize customer experience.

[Read More](#)

Latest News @ Infoglen

Infoglen bags Envision Technology Advisors Project !

We have started a new project with a company called Envision Technology Advisors. We are working on their Sales Cloud Implementation.

New Canada Office !

Our Canada operations in Vancouver have a new home. Glenninfo Canada Inc. has a new official home at 4720 Kingsway, Suite 2600, Burnaby, BC V5H 4N2, Canada.

Q1 All Hands Meet 2021 !

On 22nd January, Infoglen family gathered for its first All Hands Meet of 2021. This time the forum discussed targets for 2021. Saba and Haroon shared a brief summary of 2020, talked about values and the aim of Infoglen.

About Dhani Doctor Initiative

The HR team has launched this health care initiative by collaborating with Dhani Healthcare for all our India Infoglen employees. This Program offers one-year unlimited free consultation with doctors on video 24 * 7 * 365 days and the initiative includes other related monetary benefits as well for the employees.

About Performance Management @ Infoglen

With our forward-looking approach on managing each employee's performance @ Infoglen, the HR team connected with our employees & covered topics like In-scope guidelines, process timelines, consulting of OKRs, Self-Input & Supervisor Assessment with help of meaningful and ongoing feedback discussions.

InfoQuiz February

1. Globally how big is the CRM market, and at what rate is it growing ?
2. Who invented the mobile phone and when ?
3. How many companies has Salesforce acquired since it was founded in 1999 ?
4. Which country is said to be the best in terms of e-governance or digital governance in the world ?

Answers of Jan Quiz

1. Who is known as the inventor of the Internet ?
A] Bob Kahn, at Advanced Research Projects Agency (ARPA) of the U.S. Department of Defense, and Vint Cerf, at Stanford University, published research in 1974 that evolved into the Transmission Control Protocol (TCP) and Internet Protocol (IP), the two protocols of the Internet protocol suite.
2. What is a Digital Enterprise ?
A] A digital enterprise is an organization in which digital technology is at the centre of all their business processes and uses technology as a competitive advantage in its internal and external operations. It affects the way the organization operates, develops products and services, generates revenue and engages with customers and thus transforms its infrastructure, business processes, products and business models of organizations. As a result, it will be more economically efficient and more flexible to adapt to market changes.
3. What are the 5 biggest reasons many countries have not allowed bitcoin or cryptocurrency ?
A] 1. Bitcoin and other crypto-currencies are not allowed in some of the countries as the government and the financial institutions are not able to control or regulate it. So, it scares them.
2. Crypto-currency market attracts criminals and people interested in tax evasion and money laundering.
3. Easy mode of transfer for cyber- terrorism.
4. Big risks are there in investing in crypto-currency as huge investments are involved.
5. Crypto-currency market stands as a threat to our well entrenched traditional banking institutions which is their monopoly. They do not want to give space to new and different players and competitors.
4. Who invented the App Store ?
A] Majority of people who know the term "App Store" immediately associate it with Apple. The Apple App Store launched in 2008 after the release of iPhone OS 2.0. What most people don't know is that Salesforce launched the AppExchange in 2005, three years before Apple. Salesforce.com had originally planned to call this the App Store and had therefore trademarked the phrase and registered the URL before settling on AppExchange. In an interview, Benioff said that he gifted the term "App Store" to Steve Jobs in 2008 as a thank you for all his support over the years.

Winners of Jan Quiz

Katie Caygill

Gopala Krishna

Congratulations, your prize is on the way !

Opportunities @Infoglen

<https://infoglen.com/careers>

Techtalk

Arpit Vijayvergia

"Put Yourself in the Customer's Shoes"

Arpit Vijayvergia, our Salesforce Developer from Ajmer, talks about the solutions implemented and the lessons learnt while working on the financial service provider customer.

InfoBuzz - Can you briefly share with us the profile of the client you are working for ?
Arpit - Established in 1948, this client of ours is a Tier1 player in financial information services, and provides consumer credit information from Consumer Reporting Agencies (CRAs collect and maintain consumer credit information), as well as collection services to its clients, which are primarily banks, mortgage companies and other lending institutions. Consumer credit and verification services are very vital to banks and mortgage lending communities and their consumers. This client operated on a proprietary platform with direct connections to the GSEs (Govt Sponsored Enterprises) and a deep roster of interfaces with leading LOS (Loan Origination Software) and POS (Point of Sale) systems, and have office locations throughout the United States.

InfoBuzz - What was the specific business or technology challenge for which the client has come to Infoglen?
Arpit - This customer was having various systems, internal and external, that were not connected to each other, to run it's business and offer various services to their customers. Maintaining diverse systems was becoming a big deal challenge because switching between multiple systems was a time consuming process. They wanted a solution where they could handle everything from a single system, with some automation. They came to Infoglen for right consulting and find the best solution and support in implementing Salesforce. In Salesforce also they had communities, Pardot, integrations, and service cloud. Infoglen implemented Community Cloud, Service Cloud and Pardot to fulfill their requirement to have all services in a single system. We also did integration to fetch some data from their internal system. Infoglen helped them to increase their overall productivity.

InfoBuzz - What is the solution you are providing for the client ?
Arpit - We were working on the Community Cloud for this project. Earlier, the client used to handle all the support requests via emails or phone. Using Salesforce Community Cloud, we implemented a self service portal for their customers and were able to reduce the number of direct queries coming to their agents. In this we provided functionality for minimizing the support requests they were getting directly on their phone. We had implemented case creation with suggestions of articles which can resolve their problem without creating cases. When a customer comes to the portal and instead of looking into the articles available there, he tries to create a case, as soon as he starts typing in the subject of case, we show him related articles, which can resolve their issue. It saves time both for the end customer and the client, and is a win win for both. We also implemented knowledge base and articles, chat support, and tracking order status.

InfoBuzz - What are some of your key learnings while working on this project ?
Arpit - During this project, I learnt to put myself in my customer's shoes, to better understand their needs and expectations. This helped me to start thinking of solutions with only the end customer in mind. As an end customer when I started using the support portal, I was clear as well as sure about what kind of features I would love to see in that. This also helped me explore and come out with some out of the box features that I provided in the community for Case creation, Chat, Case Deflection and Knowledge Articles. Putting yourself in the customer's shoes is very helpful and important.

Celebrations

Birthdays

Work Anniversaries

Up Close & Personal with Hitesh

Hitesh Patel, our Senior Salesforce Consultant from Pune shared insights about his personal life.

Hitesh Patel

InfoBuzz - What is the sweetest memory from your childhood days ?
Hitesh Patel - During childhood, the thing I liked most were the vacations. We got two vacations every year- summers and Diwali. We are five cousins, so we used to meet during Diwali vacation and enjoy a lot. We used to play, fight, eat, go to the neighbor's farm to steal custard apple, guava, etc. Those were the golden memories and I love them.

IB - If you had to describe your life in 20 words or less, what would you say ?
HP - Life is about taking chances, trying new things, having fun, making mistakes and learning from it.

IB - What is your time management mantra ?
HP - Focus on one thing at a time and set a timeline.

IB - How do you balance personal and professional life ?
HP - Every day before sleep, I list down a schedule for the next day based on priority and try to stick to it.

IB - What is one thing you hate most ?
HP - I hate when someone disturbs me while sleeping.

IB - What is your favourite pastime ?
HP - Watch Comedy shows like The Kapil Sharma show; Taarak Mehta Ka Ooltah Chashmah and nowadays, I watch web series.

IB - If you had to live the life of a celebrity, who would it be and why?
HP - I would like to live the life of Ratan Tata. He is always ready to help the community, supportive and down to earth.

IB - What do you enjoy cooking most ?
HP - Khichdi, it's easy to cook. :)

IB - What if you had 6 months of paid vacation? Where would you travel ?
HP - I would love to live in the village for 3 months and spend time with nature. I would also like to explore new things and eat new recipes from different cultures, so for the rest of the 3 months I will explore countries in Europe.

IB - What's one thing you like about Infoglen ?
HP - Coolest CEO, never seen any CEO like this; work culture and supportive people.

