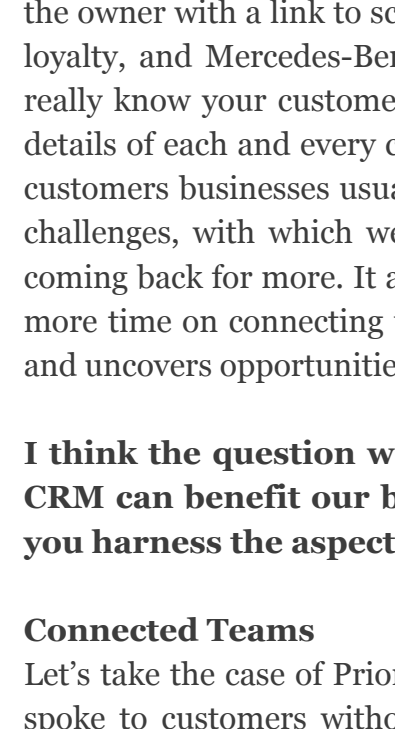


InfoBuzz

REACHOUT RELAX ENJOY

Leaderspeak



Power of CRM

Just proclaiming 'Customer is King' is not enough. Today you have to empower your customer, customize the solution as per their needs, and keep winning their heart share and mindshare if you want to walk the talk. If your business has customers that you don't want to lose to competition and you want to make them feel valued, then CRM is a must for your business. Why? Because CRM revolutionizes your relationship with your customer. It easily answers the question "Who is the customer?" and more.

That Special Feeling

Let's take the case of Priority Health, a nonprofit health plan company. Here, customer service agents frequently spoke to customers without knowledge of their history with the organization since customer data was spread across several platforms. Customers suffered delays as they often had to repeat themselves and the agents had to change between systems in search of the required data. Problems like this can be exacerbated further if team members working on a single account are spread across different departments or locations. In such cases, a CRM's power as a collaborative tool saves the day. The collaborative aspect of CRM is that it enables information sharing, bridges gaps between teams and builds a seamless customer experience. So, once Priority Health switched to a single customer engagement platform, the customer service reps were able to effectively engage with customers from the very first call ([Salesforce](#)).

Higher Efficiency

Your main business goal could be to entirely automate your business operations end-to-end. Maybe because your staff is wasting too much time on repeated work, or you need to make your business processes more efficient by consolidating client contacts, sales, marketing processes, and service and support activities in one location. In this case, you should consider opting for a CRM system as it offers a highly efficient operational system. The operational aspect of CRM is that it is focused on creating a single source of truth that brings each person at every stage in the process – sales or marketing, manager or agents – all on the same page.

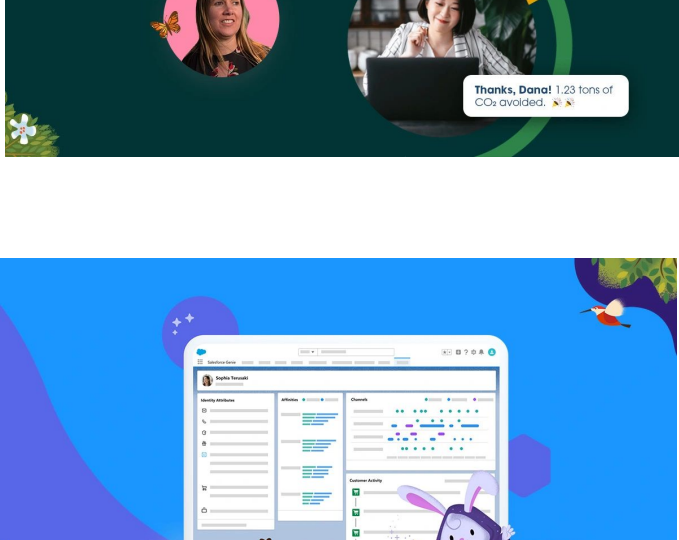
Smarter Insights

Then there is the situation of excessive customer data lying unused, or that your current data analysis is not yielding satisfactory results. In such cases, the analytical power of CRM is a real game changer. It determines data-driven actionable next steps for each stakeholder involved in the process, which optimizes customer engagement, even when customer data is dynamic and obtained through innumerable data points. A great example would be L'oreal's tech transformation where it put to use its century-long accumulated data and leveraged the best of analytical CRM & AI to offer highly unique & personalized customer experiences. Its predictive product recommendations alone contributed to 15% - 20% of sales for one of its B2C brands, while its virtual beauty station allowed customers to test hundreds of makeup products online ([Salesforce](#)).

Today, CRM technology has evolved to a point where it not only answers the question 'who is the customer?', by churning out a profile with a fixed set of traits and preferences, but offers businesses the time, energy and insights to learn who their customer is becoming, with every decision the customer makes across multiple channels, over long stretches of time. And when businesses can foresee where their customers are headed, they can get there first with their best foot forward.

Written by Aamena Ahmad, based on an interview with CEO Haroon Ahmad

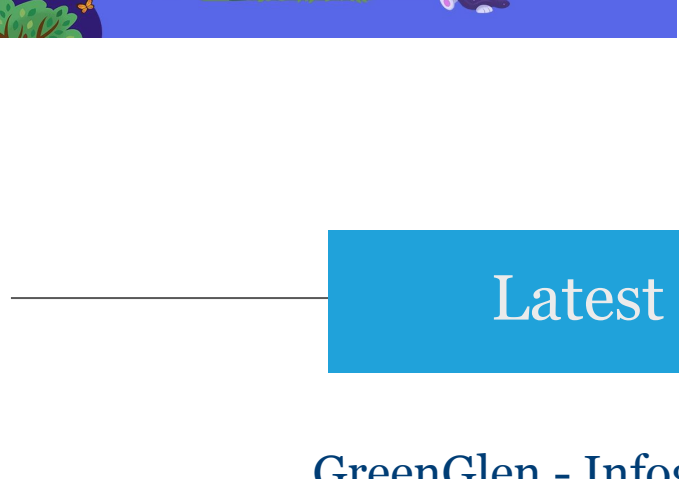
Salesforce News Feed



Salesforce Partners with WhatsApp

A new partnership between Salesforce and WhatsApp will allow for the instant messaging capabilities in the Customer 360 platform.

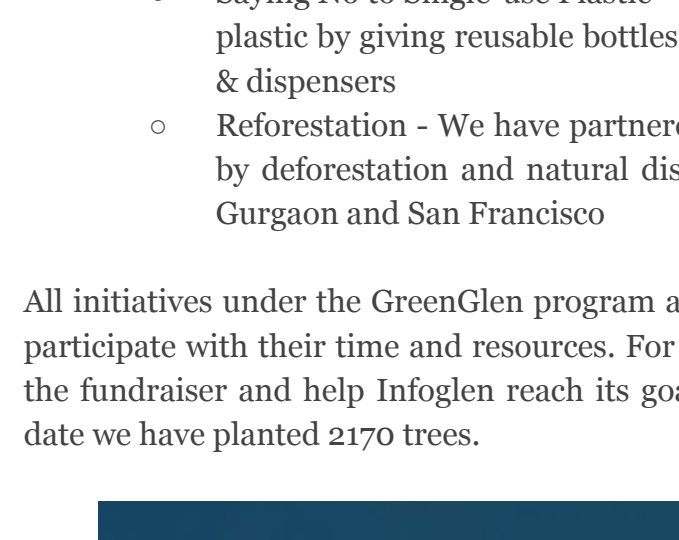
[Read more](#)



Salesforce launches Carbon Credit Marketplace

With the intention of paving the way for companies of all sizes to achieve net zero emissions, Salesforce has announced the opening of its own marketplace for carbon credits.

[Read more](#)



Salesforce Genie

Dubbed as Salesforce's "greatest innovation" in the past two decades, will unify customer data that is otherwise segregated across several channels and applications, into a single multi-use profile.

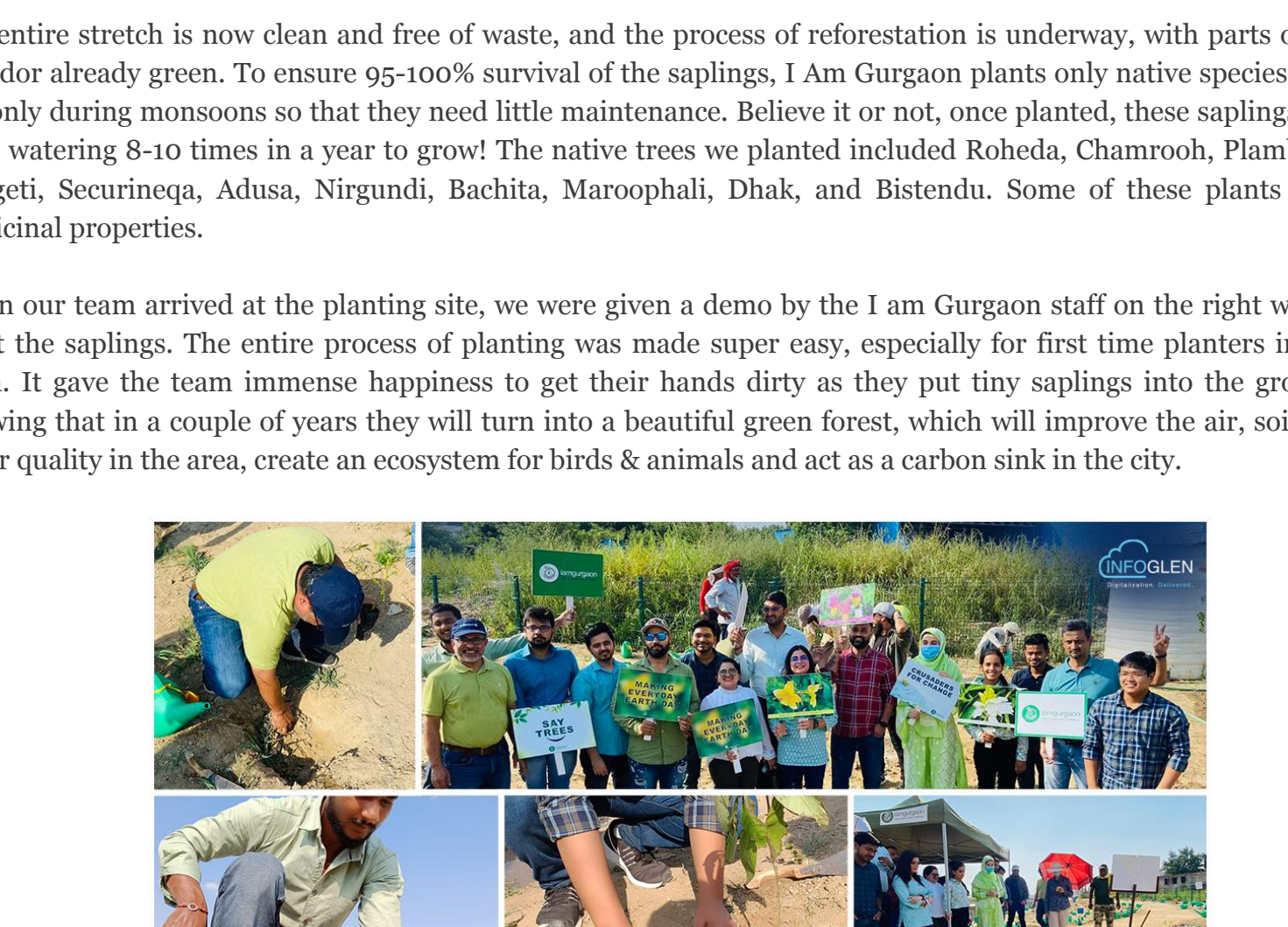
[Read more](#)

Latest News @ Infoglen

GreenGlen - Infoglen's Climate Action Program

- With the launch of Infoglen's climate action Program, GreenGlen, two initiatives have been taken up this year -
- Saying No to Single-use Plastic - making our offices in San Jose, Gurgaon and Pune free of single-use plastic by giving reusable bottles to all team members to use at work and have installed water filters & dispensers
 - Reforestation - We have partnered with One Tree Planted to plant trees and rebuild forests affected by deforestation and natural disasters. Employees were also involved in tree planting activities in Gurgaon and San Francisco

All initiatives under the GreenGlen program are going to be successful only if all members of the Infoglen family participate with their time and resources. For the reforestation initiative, we urge all team members to donate to the fundraiser and help Infoglen reach its goal of planting 5000 trees and rebuild forests across the world. Till date we have planted 2170 trees.



Tree Planting Activity in Gurgaon

On 7 September, Infoglen kicked off its reforestation initiative as part of its GreenGlen program for climate action. Our Delhi NCR team got together to plant trees with the nonprofit organization, 1 Am Gurgaon, and support their Badshahpur Forest Corridor project. The project is gradually transforming a 5 km long stretch of land, earlier used as a dumping ground for waste, into an urban forest habitat.

The entire stretch is now clean and free of waste, and the process of reforestation is underway, with parts of the corridor already green. To ensure 95-100% survival of the saplings, 1 Am Gurgaon plants only native species, that too only during monsoons so that they need little maintenance. Believe it or not, once planted, these saplings just need watering 8-10 times in a year to grow! The native trees we planted included Roheda, Chamrooh, Plambego, Gangeti, Securineqa, Adusa, Nirgundi, Bachita, Maroophali, Dhak, and Bistendu. Some of these plants have medicinal properties.

When our team arrived at the planting site, we were given a demo by the 1 Am Gurgaon staff on the right way to plant the saplings. The entire process of planting was made super easy, especially for first time planters in our team. It gave the team immense happiness to get their hands dirty as they put tiny saplings into the ground, knowing that in a couple of years they will turn into a beautiful green forest, which will improve the air, soil and water quality in the area, create an ecosystem for birds & animals and act as a carbon sink in the city.



Tree Planting Activity at Dreamforce, San Francisco

The Infoglen team joined in the three day long sapling planting activity organized at Dreamforce and supported the it.org Trillion Trees Movement, the global movement to conserve, restore, and grow 1 trillion trees by 2030 the with Salesforce.

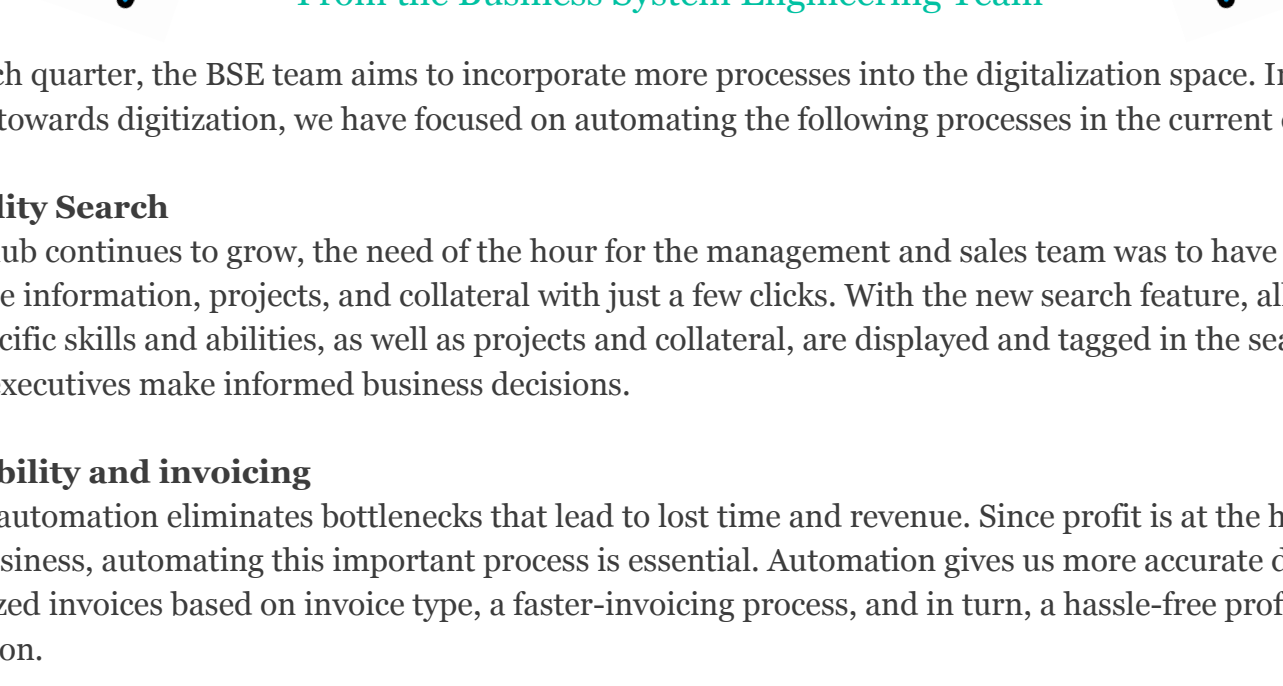


Infoglen Team Webinar

Mutual Funds Deep Dive

On 2nd September 2022, Infoglen organized a webinar 'Mutual Funds Deep Dive' for all team members. The webinar was conducted by Akshat Malhotra, Founder, Pennywise, with work experience in India, USA and Mexico. Key takeaways from this session were:

- What are Mutual Funds?
- Types and categories of Mutual Funds
- Selecting the right Mutual Fund category as per your goals
- Parameters to select the right Mutual Fund



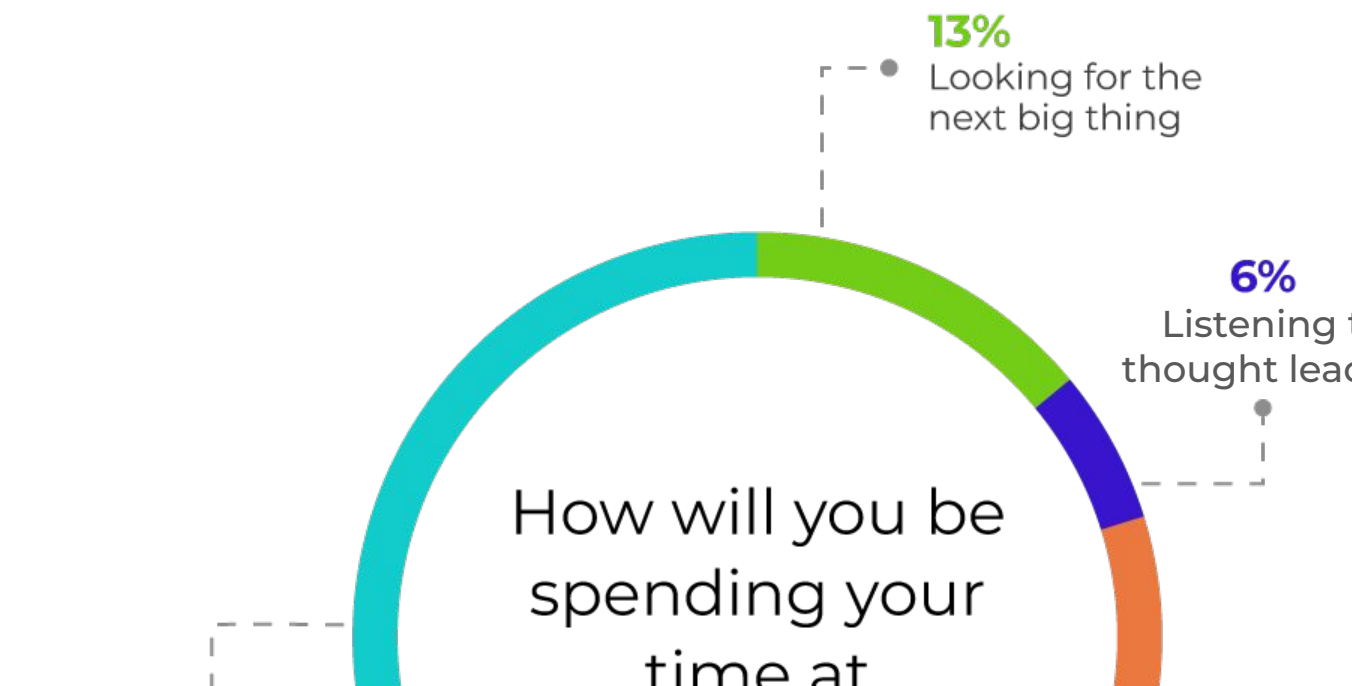
Infoglen Team Webinar

Manage Your Energy, Not Your Time

On 16th September 2022, Infoglen organized a webinar for all team members, on 'Manage Your Energy, Not Your Time'. The webinar was conducted by Ashdin Doctor. He is a podcaster (Habit Coach Podcast), YouTuber and the founder of Awesome 180 - a habit coaching programme.

The key takeaways from the session were:

- Setting Boundaries for Yourself
- Plans for Rest & Recovery
- Schedule Time for Deep and Inner Work
- Tracking Energy Levels



Infoglen at Dreamforce '22

As Salesforce celebrated 20 years of Dreamforce in San Jose from 20-22 September 2022, our team joined in the celebration and learning. Haroon Ahmad, Saba Ahmad, Mustafa Arshad, Terence Hegarty and Nav Singh attended Dreamforce 2022 and had an incredible experience. Here were some key moments for Infoglen LLC, from Dreamforce:

- Standing for Sustainability:** Founder, Marc Benioff, in his keynote laid emphasis on how we can all make a difference by becoming ecopreneurs and making sustainability a priority
- Meeting our Heroes:** Nav Singh got a chance to meet Marc Benioff! The Infoglen team was also able to meet the Salesforce VP Philanthropy Ron Smith and Saba Ahmad shared Infoglen's sustainability and philanthropy initiatives with him
- Building the Infoglen Circle:** We met with some of our valued customers and made new connections to enable more organizations to reach the next level in their digital transformation journey
- Going Green:** The team planted saplings for a more sustainable future and a green planet, joining the it.org Trillion Trees Movement with Salesforce
- Learning :** The team spent time learning about key new features and products introduced at Dreamforce like Whatsapp integration with Marketing cloud, Salesforce Genie, DevOps Center, Slack Canvas and Net Zero Marketplace for purchasing carbon credits and many more.



UPDATE

From the Business System Engineering Team



With each quarter, the BSE team aims to incorporate more processes into the digitalization space. In our journey towards digitization, we have focused on automating the following processes in the current quarter-

Capability Search

As Infobuzz continues to grow, the need of the hour for the management and sales team was to have access to employee information, projects, and collateral with just a few clicks. With the new search feature, all employees with specific skills and projects, as well as projects and collateral, are displayed and tagged in the search results to help executives make informed business decisions.

Profitability and invoicing

Process automation eliminates bottlenecks that lead to lost time and revenue. Since profit is at the heart of every business, automating this important process is essential. Automation gives us more accurate data, customized invoices based on invoice type, a faster-invoicing process, and in turn, a hassle-free profit calculation.

In addition, the BSE team will soon be releasing the new 'Feedback form', once the user acceptance testing is complete. Let us look at it to see why it is in our 'spotlight'.

The feedback form is an important step in supporting and evaluating a candidate for a specific job profile. It consists of various questions to gather important information and details about an individual, which are further analyzed by experts to assess a candidate's suitability and readiness for the applied or suitable role.

The software industry is constantly evolving and there are new certifications/skills/questions that a company needs to include regularly for 360-degree assessment of a candidate. But what if you cannot find a form that meets your requirements? Or what if you are not a technical person, or do not have time to create one?

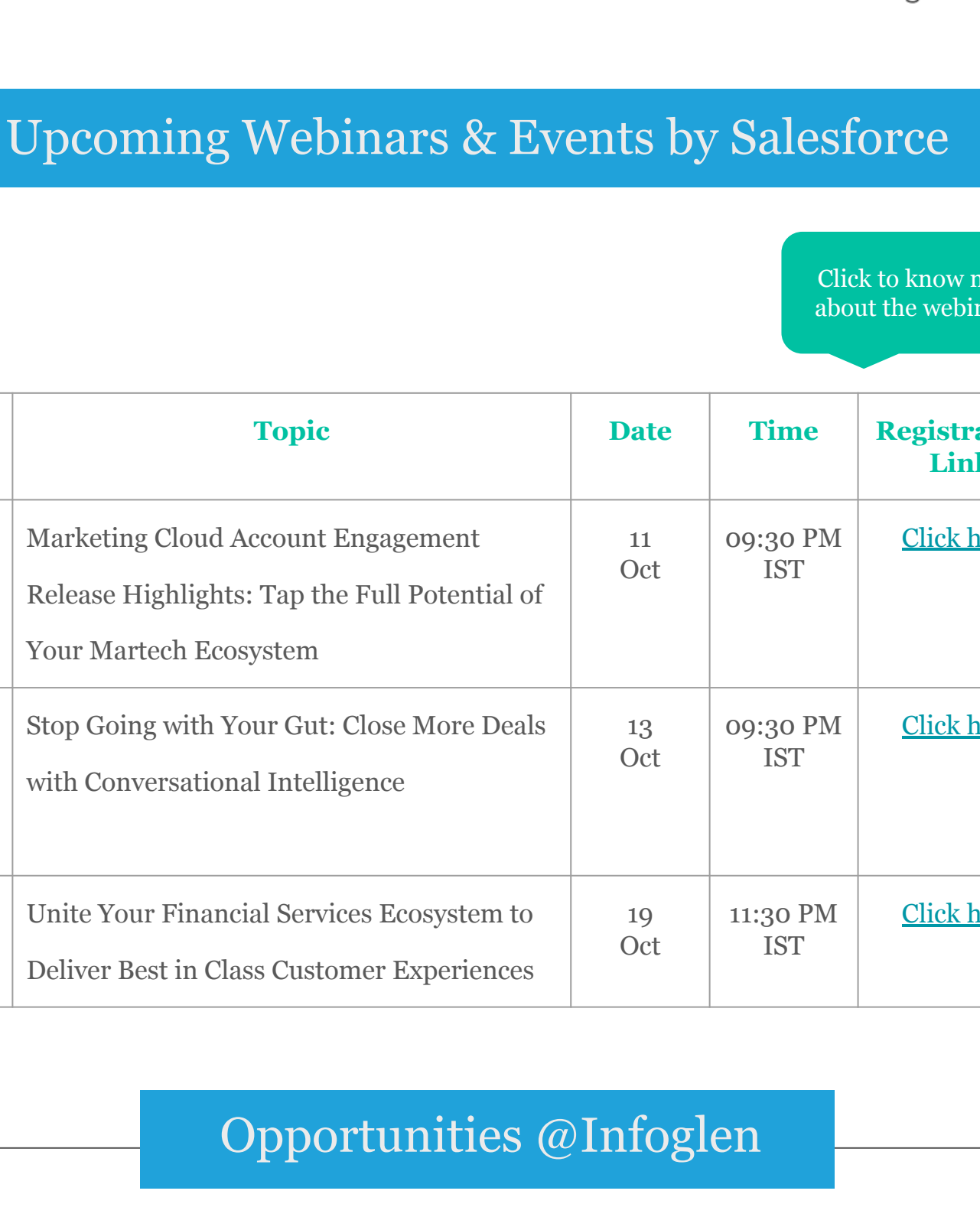
There may be different issues depending on your use case, but if you need a "simple yet customizable" form, then...

Fear not! With this problem in mind, we have developed customizable on-demand feedback forms that are easy to create and deploy!

Admins and a few power users can create, edit, and delete questions as needed, giving you the power to choose the type of feedback you want from your audience. Creating and customizing forms has never been easier. Not only have we simplified the process of customizing and adding new questions, new sections/skills, and designing a new form from scratch, but all completed forms can be sent directly to the interviewer's email inbox, and he/she can simply click on the link and be directed to the appropriate form - all without coding.

Poll Power

Prior to Dreamforce 2022, Infoglen conducted an open-for-all survey on LinkedIn to know from people how they would be spending their time at Dreamforce. Here's the result of the poll...



Upcoming Webinars & Events by Salesforce

[Click to know more about the webinars!](#)

S. No.	Topic	Date	Time	Registration Link
1.	Marketing Cloud Account Engagement Release Highlights: Tap the Full Potential of Your Martech Ecosystem	11 Oct	09:30 PM IST	Click here
2.	Stop Going with Your Gut: Close More Deals with Conversational Intelligence	13 Oct	09:30 PM IST	Click here
3.	Unite Your Financial Services Ecosystem to Deliver Best in Class Customer Experiences	19 Oct	11:30 PM IST	Click here

Opportunities @Infoglen



Salesforce Developer



Marketing Manager, India (Gurgaon)



Inside Sales



Sr Sales Manager (Gurgaon)

Want to refer someone for any of these positions? Send an email to sharaa@infoglen.com or charli@infoglen.com

