

Info Buzz

REACHOUT RELAX ENJOY

Leaderspeak

Continuous Learning, Continuous Improvement



Saba Ahmad (COO)

Last two months have been really tough with Covid-19 hitting us all too close for comfort and impacting our loved ones. Our thoughts and prayers are with each and everyone one of you who had to deal with the loss of someone special and best wishes for complete recovery and strength to all of you who were affected by the disease.

As they say, the sky is darkest just before dawn, and we should look for the silver lining in every cloud. On that note I would like to share my experience through almost a year and a half of lockdown and how I choose to spend my time outside of my regular work.

After the initial months of just waiting for it all to be over, I decided to get out of my comfort zone and learn something new during this time. I picked up a new hobby, started to paint

and got enrolled in a course in Business Strategy at Harvard Business School. It was not easy and I had to put all my extra time in both these activities but what I learned and the experiences I had were well worth the effort.

So the topic I want to discuss today is Continuous Learning and Continuous Improvement. Continuous improvement is an ongoing effort to improve in all areas and continuous learning is the concept of always acquiring new skills and competencies in order to expand your knowledge.

Learning could be professional enrichment or personal enrichment. Either of these will lead to a person's overall growth and will also lead to a steady stream of improvements for the organisation and will have transformational results.

As we talk about continuous learning I would like to share a few key concepts that really stood out to me throughout my learning recently, and that I feel can be directly applied to all of us at Infoglen.

accomplish for which they would hire our product/services.

- **The theory of "Jobs-to-be-Done":** Clayton Christensen introduced the phrase in his book, *The Innovator's Solution* (2003) which has since then been developed into a framework.

Why is it important? It is a framework to better understand customer behavior. Shifting the focus from a customer's profile to knowing your customer's behaviour of why they would need your product or services and what job are they trying to accomplish for which they would hire our product/services.

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole! People buy products and services to get a job done."

- Clayton Christensen, Business Strategist

This theory stuck to me as extremely relevant in all aspects of business rather than specifically to consumer behavior. It can be applied to everyone in any role. If we get down to understanding and defining what is the specific "job to be done" for what we are trying to do, our results would be transformational and much more on point.

For example, for a content writer, the Job-to-be-done when writing a case study is to use our story to convince our audience that we are the best in the area to solve their specific business problem. For a Business analyst who is writing and refining the stories the Job-to-be-done is to make sure the stories have captured all the use cases and problem statements and have enough information for the development team to build a solution to solve the problem. The Job-to-be-Done for the Developer is to make sure their solution not only solves the customer's problem but does it in such a way that there are no errors and that this solution is scalable for the future. This can help an organisation develop products and solutions that are more aligned to the customers "JOB".

In this way if we can apply this theory to almost everyone from marketers to salespeople to students to teachers and doctors; just about everyone can do a better job when they are aligned to the their audience's **"Job to be Done"**

- Another very interesting concept was an ice hockey quote by Walter Gretzky, **"Skate to where the puck is going, not where it has been,"**. This quote has been adopted in the business world with a lot of enthusiasm.

What this means is to be able to predict what the demand is going to be tomorrow rather than focussing on what it is today. Some of the world's most innovative products have been able to succeed because their leaders had the foresight to predict and innovate in the direction where the puck was going to be.

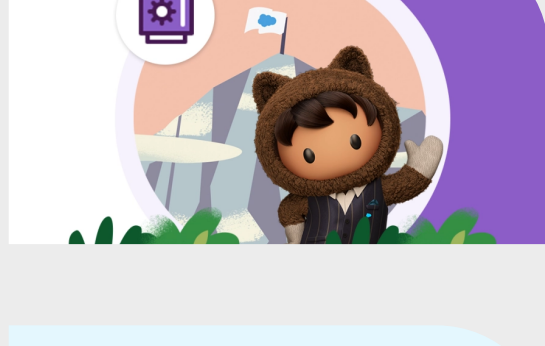
My point in sharing these concepts is to emphasize the importance of fostering a culture of continuous learning and continuous improvement at Infoglen, so that together we can all skate to where the puck is going to be. Customer Focus is no longer the only criteria for success, in today's business world along with a focus on understanding of understanding our Customers' Job to be done, an organisation needs to focus on continuous innovation to remain competitive.

A company can innovate on many levels: with products, services, sales, delivery methodologies, or even organizational methods. In any case, the purpose of innovation is to create value by doing something differently or creating something new so that as an organisation we stand out from others.

So let us all do something new, learn a new skill, improve your existing skills or pick a new hobby or even a new language and let's become an organisation that is known for its innovation through Continuous learning and Continuous improvement. If I was able to do it at this stage, I am confident so can each and every one of you.

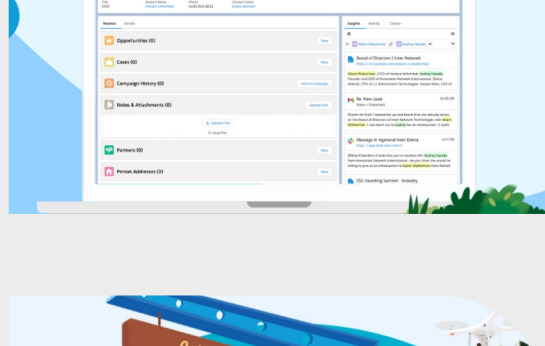
Cheers

Salesforce News Feed



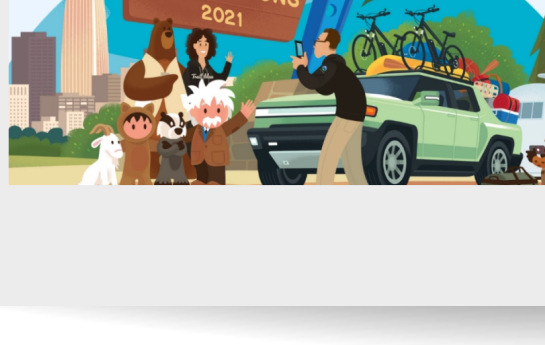
Salesforce ranked Leader in "The Forrester Wave™: Enterprise Marketing Software Suites, Q2 2021" report.

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Salesforce continues its upward climb on the Fortune 500 list — now ranked at #137, rising from #190 last year.

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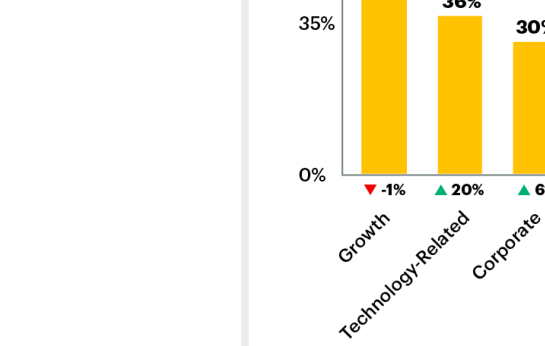
Salesforce announced Corporate and Investment Banking for Financial Services Cloud, new technology to help bankers and deal teams deepen relationships with clients, manage deal interactions on one platform and compliantly collaborate and share sensitive information relevant to a deal.

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Salesforce introduced Einstein Relationship Insights, a new AI-powered research agent that autonomously explores the internet and internal data sources to discover relationships between customers, prospects and companies to help sales reps close deals faster.

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Salesforce announced new innovations across Digital 360, helping companies go digital faster and deliver the next generation of marketing, commerce and digital experiences.

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Poll Power

As per the 2021 Gartner CEO Survey, based on the responses of 465 business leaders from over 30 countries, 36% of the CEOs committed to "Technology-related" investments as a high priority, as compared to just 16% CEOs in 2020.

CEOs' Top Strategic Business Priorities for 2021-2022

Summary of top three mentions



gartner.com

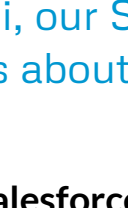
Gartner.

Source: <https://www.gartner.com/smarterwithgartner/ceos-see-growth-in-2021-marked-by-3-shifts/>

Opportunities @Infoglen



Salesforce Developers



Marketing Manager



Inside Sales Manager

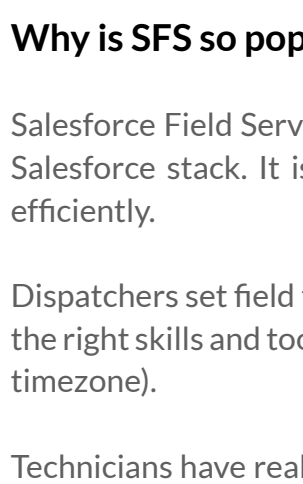


Delivery Manager

Techtalk

Salesforce Field Service

Bhawna Ramchandani, our Salesforce Developer from Ajmer shares insights about Salesforce Field Service.



What is Salesforce Field Service?

Salesforce Field Service (SFS) is a field service solution. It is an onsite job management platform with real-time collaboration capabilities. From installations and repairs, to professional services and regular maintenance, many organizations send agents into the field. It includes call centers accepting and dispatching orders to field service specialists who use smartphones to manage tasks outside the office.

SFS should be installed as a Managed Package together with Mobile app package. Salesforce Field Service mobile app for Technicians is available for Android and iOS platforms.

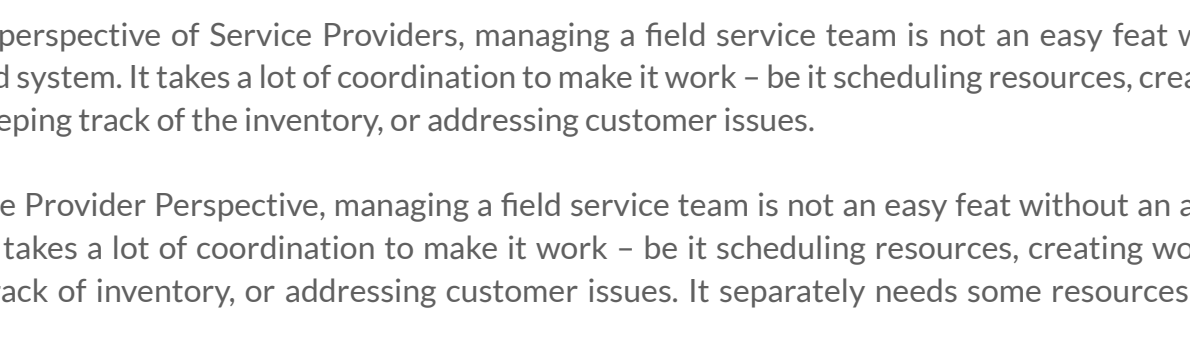
Why is SFS so popular ?

Salesforce Field Service, launched in 2016, has quickly become one of the fastest growing products in the Salesforce stack. It is built in such a way that provides valuable insight so everyone involved can work efficiently.

Dispatchers set field technicians up for getting the work done by sending the appropriate technicians (with the right skills and tools) and within the territory to complete a particular job on service timing (according to timezone).

Technicians have real-time data, so they clearly understand the work that is being requested and the tools they need to complete the work.

Here, Dispatchers can easily let technicians schedule.



Who should opt for SFS?

Firms that are working with a huge mobile force in different areas and are in need to track their cases and technicians' schedule will definitely want to opt for this. Dispatcher Console helps them look at how the appointments are scheduled.

Customers mostly want services in a hurry. With SFS, they gain an effortless experience with a 48% faster case resolution time because the technician arrives prepared to do the task at hand. Customers can have their services faster because technicians work in the same territories with the correct skills and tools.

How does it make a difference in the life of the Customer and Service Provider ?

From the perspective of Service Providers, managing a field service team is not an easy feat without an automated system. It takes a lot of coordination to make it work – be it scheduling resources, creating work orders, keeping track of the inventory, or addressing customer issues.

For Service Provider Perspective, managing a field service team is not an easy feat without an automated system. It takes a lot of coordination to make it work – be it scheduling resources, creating work orders, keeping track of inventory, or addressing customer issues. It separately needs some resources to handle that.

Delivering seamless, end-to-end customer service is paramount for a service provider to be a key player in their industry. With its ability to completely automate workflows coupled with power packed features of Salesforce, SFS is well placed to revolutionize the field service space.