

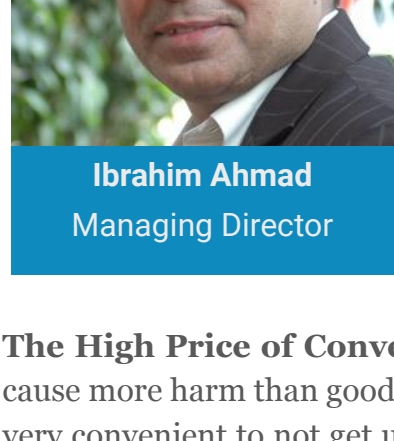
# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak

### WFH — How long will it work for?

Do you believe that the post-pandemic, corporate world will have a hybrid workforce, in which most people will work from home? Think again.



Ibrahim Ahmad  
Managing Director

Many of us are convinced that post covid, most people will like to work from home because it is convenient for us. We also believe that it suits companies too because they are not only getting work done with the help of digital technologies, but are saving big time on real estate and other costs incurred on running an office. This might be a very simplistic view & forecast. Some behavioral scientists believe that man is a social animal, thus connection, trust, and belonging are in the human DNA, and therefore pretty much everyone will go back to the office eventually — and that this will be in the employees' interest.

Here is what John Levy, a behavioral scientist and author of "You're Invited: The Art and Science of Cultivating Influence", thinks:

**The High Price of Convenience:** It is Levy's belief that working from home can be too convenient, and can cause more harm than good, in the long run. Things that are convenient aren't necessarily good for us. While it is very convenient to not get up early in the morning, shave, change, have breakfast and commute to work, it does not mean that it's good for our physical & mental health. Levy says that "having some commuting time, whether it's walking, driving or taking the bus, gives us an opportunity to let our minds wander and explore ideas. In these moments, you replay conversations from the day. Maybe you plan your discussion with your boss about a raise. You have time to process. Office life forces transitions and breaks throughout the day, as people shift between meeting rooms, desks, meals, and coffee". What the office environment does almost naturally to make you strong in terms of adjusting and adapting (physically, mentally and emotionally), a remote working environment might lead you to miss out on the same body and personality building opportunity.

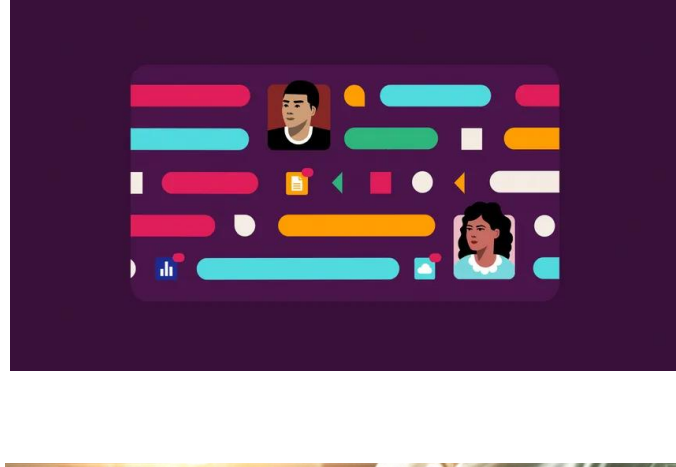
**Being Social for a Long, Healthy Life:** It's now almost proven beyond doubt that longevity also depends on how social we are. Oxytocin level (an important hormone that is released during moments of togetherness such as hugging) in human beings, also increases when we enjoy or do something in a group. Levy argues that "we humans are not designed to be alone. Our species evolved in communities, and we survived because we worked together. The companies that create the greatest sense of belonging are the ones where people stay on for years. It is hard to create a sense of community and a culture of belonging from a distance".

**The Distance Factor:** Levy's belief on 'people will go back to office' stems from a MIT study done in the 1970s that showed that communication between people in an office increased exponentially the closer their desks were. If they were about 50 meters apart, they almost had no idea about what the other person was doing. Today, when we are working together via email, and Zoom, Skype, Go to Meeting, WebEx etc, we are meeting customers and colleagues only in the video meetings, and after that it's almost like 'out of sight, out of mind'. The fact is that the more often we see someone face-to-face, meet her personally, the more likely it is that we will also telephone that person or communicate with her. Another survey done very recently, by an independent HR consultant recently showed that remote work is okay for freelancers hired for a specific job or for a salesperson in the field. The finding also highlights that in a hybrid office, working from home can have serious implications for being recognized & appreciated and getting bonuses & promotions.

**An Honest Confession:** I must admit that while I am 'evaluating' whether to start going to the office or not, and if yes, then how frequently, I have now resumed going out to meet friends, shop, eat at restaurants, and even use public transport. I am not sure, therefore, for how long I will not resume office!

All said and done, working from home as well as hybrid work is the new normal which people have embraced quite easily. Advantages are numerous — work life flexibility and balance, no commute time wastage, higher productivity, and reduced operational costs — and significant. In fact, I believe that the hybrid work model will be a chance for employers to redefine working hours and office spaces for fostering critical elements of an organization, such as collaboration & creativity.

## Salesforce News Feed



Slack, in partnership with Salesforce, is focused on developing products that help companies build their digital headquarters so that they can thrive in this new digital-first era of work. By incorporating new Slack capabilities with Salesforce, teams can collaborate faster in Slack channels, streamline workflows built around CRM data and much more

[Read more](#)



Tableau has announced a commitment to enable 10 million data learners over the next five years. This pledge accelerates Tableau's long-standing commitment to closing the data literacy gap and will help people grow valuable, inclusive businesses, make data-driven decisions and build careers with in-demand skills.

[Read more](#)



Salesforce announced new global Gender Inclusive Benefits to provide transgender and non-binary employees with the critical financial and emotional support they deserve. These new benefits will be built on medical coverage and other resources that are currently provided in the United States, deepening and extending support to all global employees.

[Read more](#)

## Poll Power

Infoglen conducted an open-for-all survey on LinkedIn to understand startups & small business's view on implementing Salesforce for their business.

Something for startups to think about and the Salesforce community to weigh in on: How can Salesforce be a game changer for small businesses?



## Five Facts

### Five Most Loved Features of Salesforce Lightning

Lightning migration can level up the real power of a Salesforce instance, meet unique business needs and enrich the look & feel of the community. Here are the top five features of Salesforce Lightning most loved by users:

#### Lightning Voice

Lightning Voice for Salesforce is one most highlighted feature of the improved platform. It provides a great deal of advantages to the business people by associating them with clients. With the help of this feature, your reps can make voice calls directly via Sales Cloud itself. This means that where you are using the virtues of Salesforce, you are always free to make and receive calls if you have your cell phone included in it. Furthermore, this feature also allows the reps to take notes and log calls while making or receiving a call.

#### Kanban Case View

Kanban case view is all about visual management and allows users to easily manage records from the list. With Kanban on your side, it will be easier for your sales team to identify which opportunity needs their attention first. You can see records displayed as cards in a column, drag records from one column to another or click to update the record, get the ability to view transparent sales process by customizing opportunity pages by stage in Lightning experience, allow sales reps to specify the resulting contact and opportunity record types in addition to the account report type selection and much more.

#### Sales Path

Sales Path is a customizable section at the top of a Lead or Opportunity record available in Salesforce Lightning Experience. It provides users the information they need to quickly and accurately move through a sales process. It allows the users to focus on one stage at a time, highlight to the users what exactly needs to be done, and they can move Leads and Opportunities faster through the pipeline.

#### Lightning Dialer

When dealing with high-volume calls or managing communication with the customer via telephone, managers need to know certain info about the call they are making. All that information is ideally pulled in Salesforce Classic in real-time. What if the phone functionality actually lived in Salesforce? Lightning experiences saves agents' time by reducing the number of clicks via Lightning dialer - a feature that connects the Salesforce user interface with the telephony system. This feature of Lightning solution streamlines calls while capturing key performance indicators along the way.

#### Snap-Ins Chat Functionality

When customers or prospects visit your website, they often have questions they'd like to have answered immediately. These questions can be answered quickly and easily if you have chatbot functionality embedded in your site. It allows customers' time. Salesforce Lightning Snap-Ins makes the live agent experience simpler & smoother. It frees customers to add branding to the chat experience, can be used for case deflection, paves way for Einstein bots, and significantly decreases the number of cases that need human attention from live chat agents.

## Opportunities @Infoglen

- Lead Salesforce Developers
- Salesforce Developers
- Salesforce CPQ Developers
- Salesforce CPQ Architects (N. America)
- Manual Quality Analysts
- Drupal Developers

Want to refer someone for any of these positions?  
Send an email to [sharaf@infoglen.com](mailto:sharaf@infoglen.com) or [rahul@infoglen.com](mailto:rahul@infoglen.com)

## Upcoming Webinars & Events by Salesforce

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

S. No.	Topic	Date	Time	Registration Link
1.	Salesforce + Slack: Your Digital HQ for Success From Anywhere	24 Feb	09:00 AM IST	<a href="#">Click here</a>
2.	3 Ways to Streamline Your Business for Future Growth	21 Jan	12:30 AM IST	<a href="#">Click here</a>
3.	Sales Analytics for Better Decision Making	12 Jan	11:00 AM IST	<a href="#">Click here</a>

## What's Hot @ Infoglen

### Overhauling the Way We Hire

The TA tool, which was initially built by Infoglen to amplify its hiring process efficiency, has significantly simplified recruiting, tracking, and interviewing candidates with a reduced onboarding timeline, thus making it fully geared to achieve great results for any enterprise. It's now easier & faster to schedule interviews and capture feedback with automated assessment forms & interview guidelines. Also, the tool simplifies resume recovery with a keyword-based search and sends automated emails to candidates to obtain data during recruitment. Now, the hiring team, panel, and leadership have a 360-degree view of all open offers, interview feedback, new hires & candidates shortlisted.