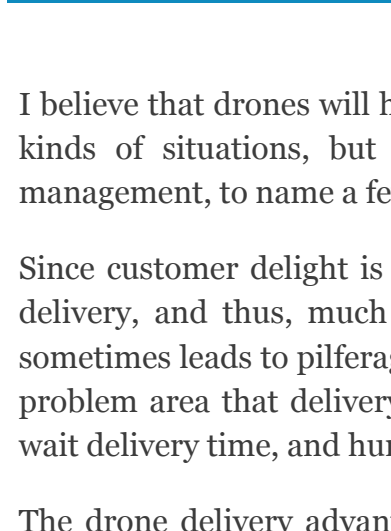


InfoBuzz

REACHOUT RELAX ENJOY

Leaderspeak

Drone & the CRM



Ibrahim Ahmad
Managing Director

Delivering through drones, which is still in early stages, is likely to become big time. Thanks to some of the likely advantages of drone delivery, many companies in retail sales and delivery have already started testing a range of solutions. For instance, Wing, a sister company of Google, has started making limited drone deliveries in cities like Helsinki, Canberra, and Christiansburg. And so have many other companies including UPS, Amazon, Zipline, and Flytrex.

So how are drones going to influence delivery of products and services, and what impact will this new technology have on the CRM platforms, where process efficiencies and customer delight are top objectives.

I believe that drones will have a significant impact not just on delivery of products to all kinds of customers, in all kinds of situations, but will play a role beyond that in activities like warehouse management, inventory management, to name a few.

Since customer delight is one of the key objectives of any CRM, one of the promises of drone delivery is faster delivery, and thus, much less wait time for the customers. The human interface, knowingly or unknowingly, sometimes leads to pilferage, damage, incorrect delivery, misbehavior with customers, pressure for tips, is another problem area that delivery setups are increasingly facing, whether its' food items, or clothes or gadgets. If both wait delivery time, and human interface, can be substantially reduced, I am sure we will have happier customers.

The drone delivery advantages are many, much beyond faster and better quality delivery. If there is a medical emergency, and a scooter or van based delivery will take 45 minutes, then a drone could deliver in 5 minutes. Similarly, within urban or rural areas, there might be locations which are very difficult to access, the drone will deliver there. Or there might be remote locations which the traditional delivery team does not cover, but with drones they can be. In the case of some calamity, for instance, when a location suddenly becomes inaccessible, the drone could be the answer. The Covid19 pandemic was a classic example of how delivery crews just could not deliver to avoid catching the deadly virus. On the same lines delivering hazardous material which are flammable, or corrosive, or oxidizing, or allergenic etc, or products with a very short life span, like will also get delivered.

Drone solutions are likely to be a one time big expense (at least till the technology gathers momentum and reaches economy of scale threshold) it will cut many other cost components significantly - manpower and automobiles based transportation related. And if drones can increase average monthly delivery numbers, warehousing costs could be brought down.

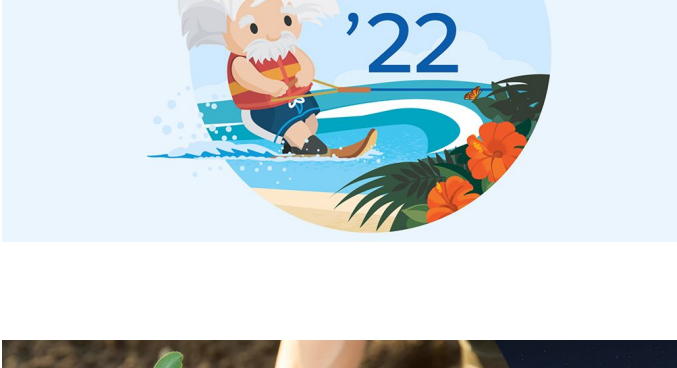
And it's not just about process efficiency and its resultant monetary and customer experience benefits that drones are likely to bring. Drones will also help save the environment by reducing the need for automobiles on the roads. At a social and environmental level, drone usage will hopefully lead to lesser transport vehicles, from scooters to airplanes, and thus bring down carbon emission, and other traffic related woes including road congestion, smoke, and noise pollution. Drones could reduce greenhouse emissions by up to 99 percent by replacing cars and trucks, according to a survey commissioned by Wing, Wing and Virginia Tech partnered to research the potential impacts of drone delivery. So far, this research suggests that in the Blacksburg-Christiansburg metropolitan area, in Virginia, drones possibly could take 3,385 cars off the road, save 40.2 tons of Co2 each year, and save customers time worth US\$46.6 million annually.

The drone journey has begun, but many challenges lie ahead. The first and the biggest will be the initial investments required to deploy drone based delivery solutions. Battery life is another matter that will keep drone solutions under a question mark. What if there is a mid air battery problem? How will drones deliver long distances if the battery is not strong and has a long life. Today we see delivery boys zipping across bye-lanes, lanes and roads. Will there be a chaos of drones flying all over when we open our windows on the 3rd floor or the 15th floor apartment, and will there not be security challenges? Most countries have still not started work on guidelines and rules for commercial drones. Drone delivery will perhaps be easy in rural areas, but is there an adequate revenue model there? Will the drones work in strong winds, or rain, or cloudy weather or city smog? And for sure, drones will only be able to carry light stuff, not big or heavy goods.

My view : drones will be another significant player in product transportation and logistics business, hence the CRM platforms will have to integrate with them. But it will have to co-exist with the airplanes, trains, trucks, vans, scooters, etc - the traditional delivery platforms.

If you have any questions related to this article or you want to share your views, please feel free to contact ibrahim@infoglen.com

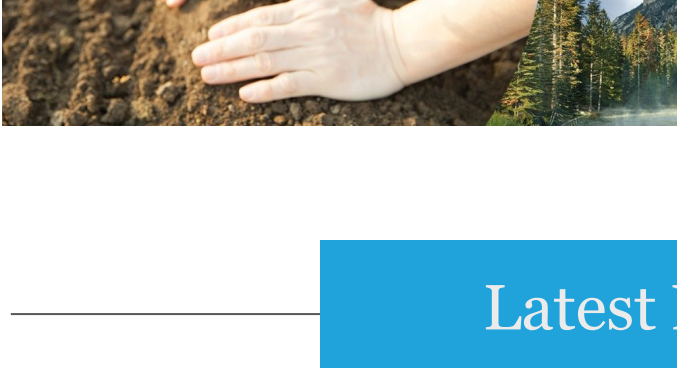
Salesforce News Feed



Salesforce expands flow automation suites

During the Salesforce TDX 2022, Salesforce announced new innovations in Salesforce Flow, the complete suite of automation technologies, to help customers quickly automate any complex business process on the Salesforce Platform.

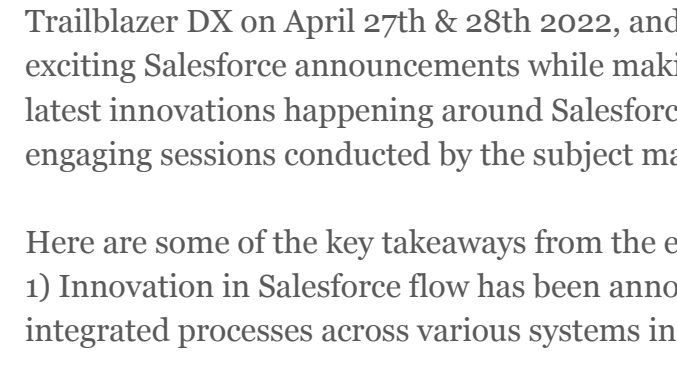
[Read more](#)



What to expect in Salesforce summer '22 release?

On May 6th, 2022 Salesforce announced that the Summer '22 Release preview is now live. The release that is set to be available on June 12, includes new features and enhancements from across the platform.

[Read more](#)



Salesforce commits \$100 million dollars to commercialize carbon removal technologies

At the 'World Economic Forum Annual Meeting' in Davos, Switzerland, Salesforce announced plans to purchase \$100 million of durable carbon credits from technologies that remove carbon from the atmosphere at scale.

[Read more](#)

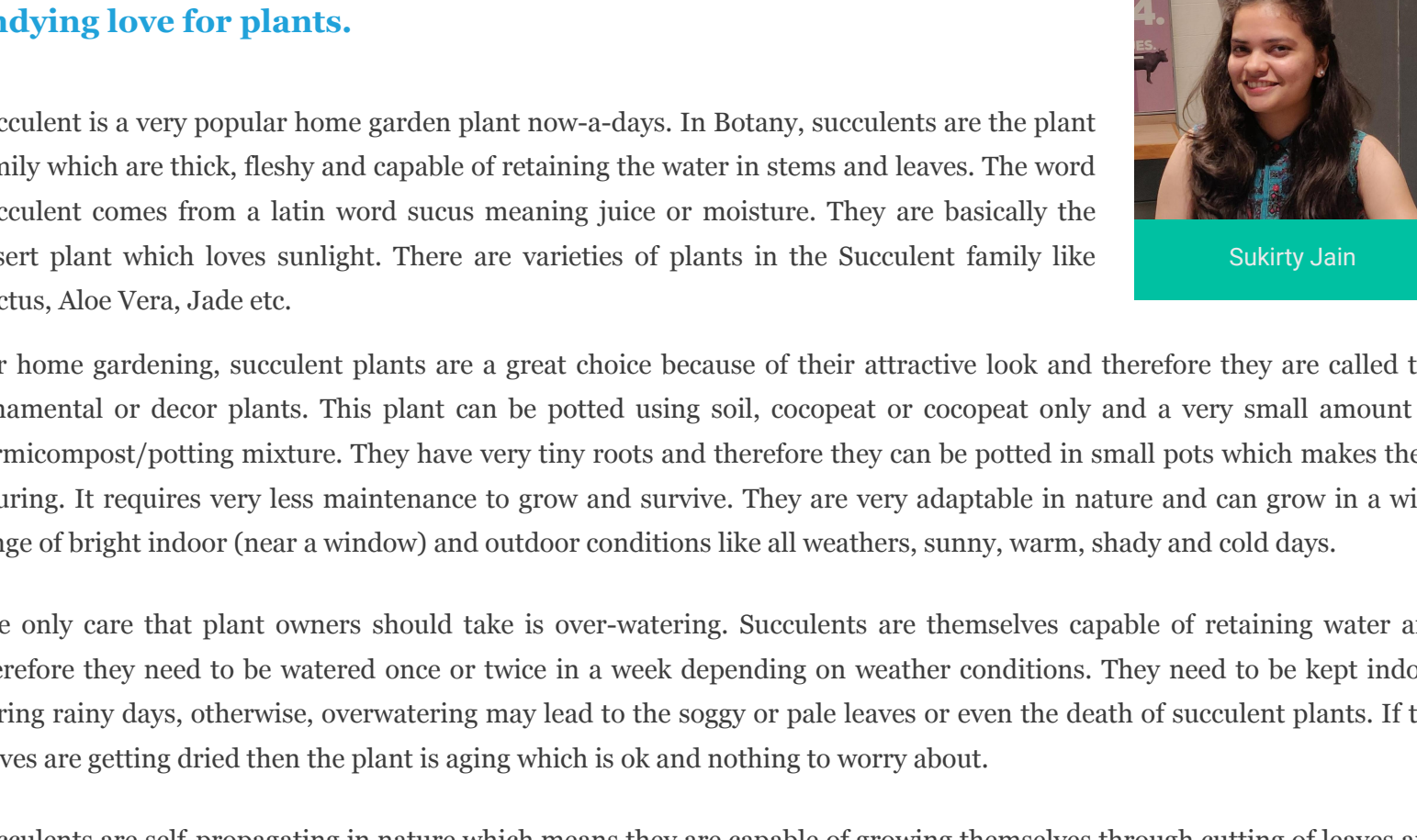
Latest News @ Infoglen

Salesforce Trailblazer DX 2022

Nikhil Soni, our Head COE and Nav Singh, our Sales Director attended the most-awaited, Salesforce Trailblazer DX on April 27th & 28th 2022, and had two days full of amazing sessions, customer interactions, and exciting Salesforce announcements while making new connections along the way. They discovered more about the latest innovations happening around Salesforce through interactive workshops, live hands-on demos, and engaging sessions conducted by the subject matter experts.

Here are some of the key takeaways from the event as shared by Nav and Nikhil:

- 1) Innovation in Salesforce flow has been announced to help developers automate complicated tasks and create integrated processes across various systems including Tableau, Slack, and Mulesoft.
- 2) Salesforce is planning to release its much-awaited DevOps center by the end of 2022 to make it easier for the developer to identify changed metadata in the sandbox & deploy quickly while maintaining source control in Github.
- 3) Salesforce has also announced another exciting feature called the 'Salesforce elastic cloud vision' to provide developers with the ability to use scalable infrastructure by removing the limitations of cloud limits.



The InfoBlog!

Sharing with you some Greenspiration by Sukirty Jain, who has an undying love for plants.



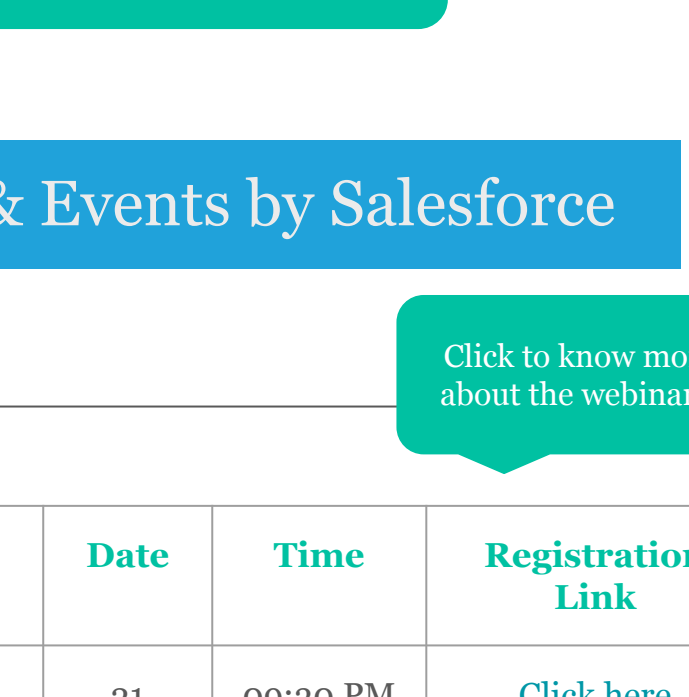
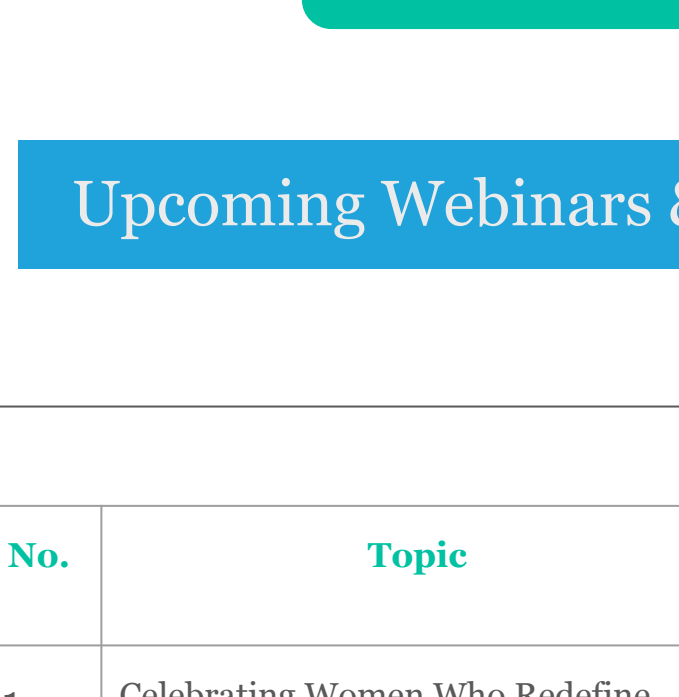
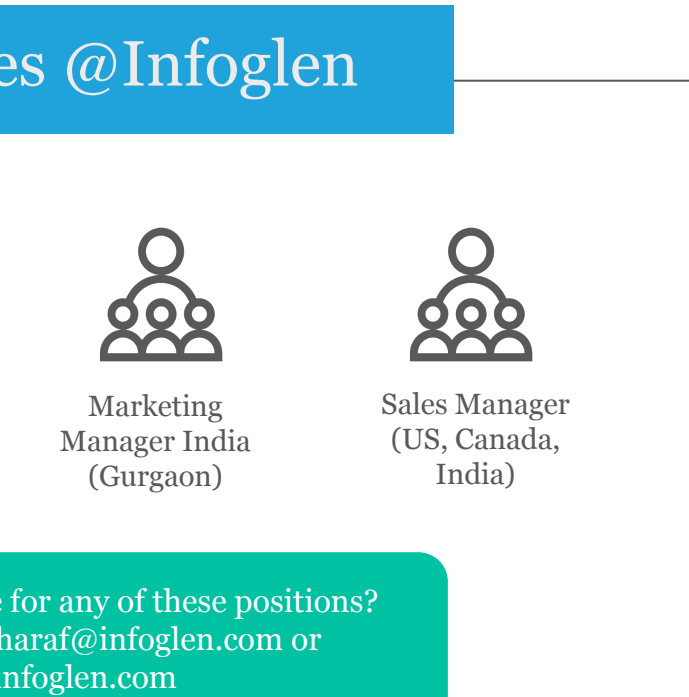
Sukirty Jain

Succulent is a very popular home garden plant now-a-days. In Botany, succulents are the plant family which are thick, fleshy and capable of retaining the water in stems and leaves. The word Succulent comes from a latin word succus meaning juice or moisture. They are basically the desert plant which loves sunlight. There are varieties of plants in the Succulent family like Cactus, Aloe Vera, Jade etc.

For home gardening, succulent plants are a great choice because of their attractive look and therefore they are called the ornamental or decor plants. This plant can be potted using soil, cocopeat or cocopeat only and a very small amount of vermicompost/potting mixture. They have very tiny roots and therefore they can be potted in small pots which makes them alluring. It requires very less maintenance to grow and survive. They are very adaptable in nature and can grow in a wide range of bright indoor (near a window) and outdoor conditions like all weathers, sunny, warm, shady and cold days.

The only care that plant owners should take is over-watering. Succulents are themselves capable of retaining water and therefore they need to be watered once or twice in a week depending on weather conditions. They need to be kept indoor during rainy days, otherwise, overwatering may lead to the soggy or pale leaves or even the death of succulent plants. If the leaves are getting dried then the plant is aging which is ok and nothing to worry about.

Succulents are self-propagating in nature which means they are doing themselves through cutting of leaves and stems. One succulent plant can produce multiple succulent plants and this method of propagation is called the vegetative propagation. They help in purifying the air, keep the environment light and lively, make your house look beautiful and attractive and moreover they are delightful to the heart and appealing to eyes. Keep a succulent near you. It helps you be focused.



InfoQuiz

InfoQuiz May

- 1) What's the difference between Machine Learning and Deep Learning?
- 2) What is Deep Web or Dark Web?

Please email your answers to: anam@infoglen.com or shivangi@infoglen.com to win exciting PRIZES

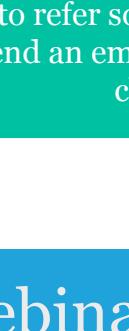
Answers of April Quiz

- 1) What will be the two most important impacts of Artificial Intelligence on CRM solutions?
 1. **Data Integrity** - As per a survey, sales professionals spend 17% of their time entering data—the equivalent of nearly one work day per week. But manual data entry is also the key obstacle in CRM adoption. Further, another research, from Dun & Bradstreet says that, 91% of data in CRM systems is incomplete, 18% is duplicated, and 70% is rendered stale each year. The fallout of dirty data is devastating. Eight out of ten companies believe that dirty data disrupts their sales pipelines and 25% experience reputational damage due to bad data. AI based data gathering, data entry, and data retrieval will transform user experience with CRM
 2. **Sentiment Analysis** - It's critical that salespeople develop high levels of trust and rapport with their customers. According to a Salesforce survey, 79% of business buyers want to deal with a salesperson who is a trusted advisor. But a mere 3% of buyers trust sales reps. With AI, sales people will be able to capture and analyse body language, facial expressions, and conversations, and build stronger trust and a strong rapport with their customers
- 2) Which are the world's ten biggest e-commerce companies?
 1. Amazon - USA (USD 469.80 bn); Jingdong JD.com - China (USD 143.36 bn); 3. Alibaba Group - China (USD 132.07 bn); 4. Suning.com - China (USD 43.06 bn); 5. Rakuten - Japan (USD 15.00 bn); 6. eBay - USA (USD 10.20 bn); 7. Wayfair - USA (USD 13.70 bn); 8. Zalando - Germany (USD 11.05 bn); 9. Coupang - South Korea (USD 18.46 bn); Flipkart - India (USD 6.10 bn)

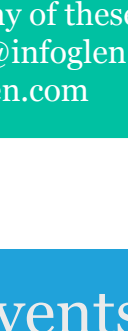
Opportunities @Infoglen



Salesforce Developer w/ CPQ Project Exp



Salesforce Developer



Marketing Manager India (Gurgaon)



Sales Manager (US, Canada, India)

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

Upcoming Webinars & Events by Salesforce

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

S. No.	Topic	Date	Time	Registration Link
1.	Celebrating Women Who Redefine their Careers through Mentorship	21 June	09:30 PM IST	Click here
2.	Marketing Cloud Summer '22 New Feature Overview	23 June	09:30 PM IST	Click here
3.	6 Tips to Develop Your Customer Journey Strategy	28 June	11:30 PM IST	Click here

What's Hot @ Infoglen

Introducing Infoglen Pulse, a product for business process optimization

The Wait is Over!



Keeping up to our promise of bringing digital innovation on the Salesforce platform, on 24th of May, 2022, Infoglen launched Pulse, a 100% native Salesforce AppExchange product for business process optimization.

Pulse has some exciting features like

- Configurable SLAs
- Email tracking
- Quantify business health
- Intelligent data driven reports and many more..

Sharing with you all the Pulse teaser video used for the launch, if you haven't already watched on Infoglen's LinkedIn feed, click below to watch.



Infoglen's very first AppExchange product, Infoglen Pulse has been the talk of the town since its launch. Some of the world's leading online news companies like PRWeb, and Business Wire India featured our story about Pulse. Click below to read the full story.

