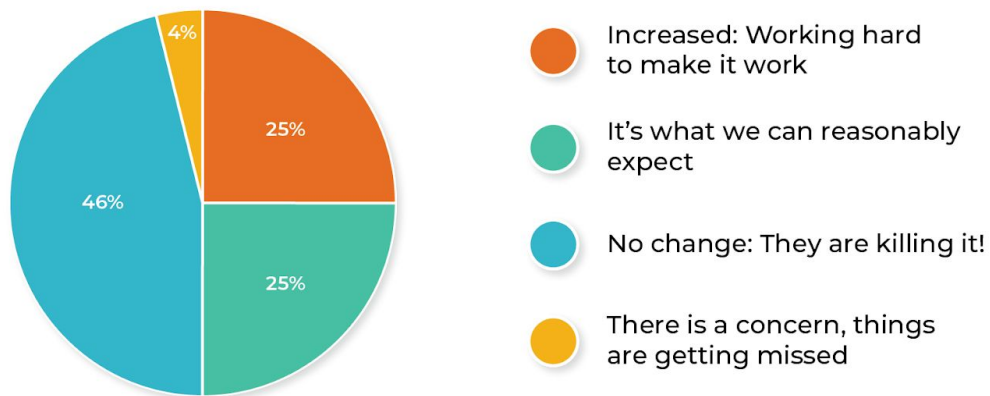# Getting Back to Work

Introduction

We at Internet Creations were interested in learning how different companies were approaching work during the pandemic, so we surveyed some of our customers and other businesses to determine the general sentiment when it came to getting back to work.

Take a look at our survey results to see what we learned. We also provide some tips for how to overcome challenges you might be facing today.

How has the pandemic impacted productivity?

Since the pandemic started, how has your organization's productivity been impacted?

- 25% — Increased: Working hard to make it work
- 25% — It's what we can reasonably expect
- 46% — No change: They are killing it!
- 4% — There is a concern, things are getting missed

The majority of individuals (71%) who responded to our survey seem to not have had their productivity impacted by the pandemic (46%) or had productivity impacted as they might have expected (25%). This is great news for these companies as they seem to have adapted to the new way to work fairly well.
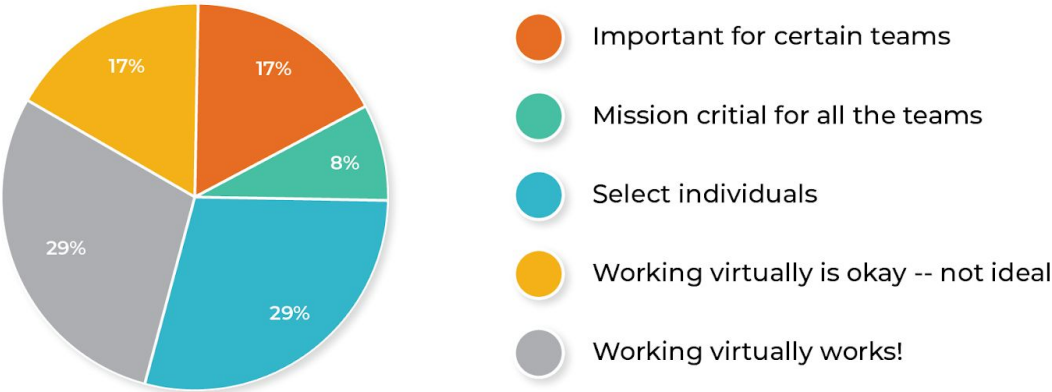
A quarter of respondents have experienced increased productivity, which likely means they are working harder than usual for various reasons. A small amount (4%) is experiencing a concern that things are getting missed.

Helpful Tips:
- Considering that productivity has a certain level of sustainability, you might want to check in with your team to make sure they are doing okay, so that they don't overextend their energy. It's key to find out what has pushed them to stay motivated.
- Make sure you are tracking the right metrics with everyone working remotely. Evaluate your metrics and consider if they are effective for your new work environment.
- Use Salesforce automation to improve efficiency. Using automation is especially helpful for anyone who is worried things are getting missed or working hard to try to keep up.
- Take advantage of native case functionality to track work and escalate work when needed. Using cases is a great way to keep track of your work and escalate when additional input is required.

How important is returning to a physical location?

How important is it to your organization to get back to your physical locations?

- Important for certain teams
- Mission critial for all the teams
- Select individuals
- Working virtually is okay -- not ideal
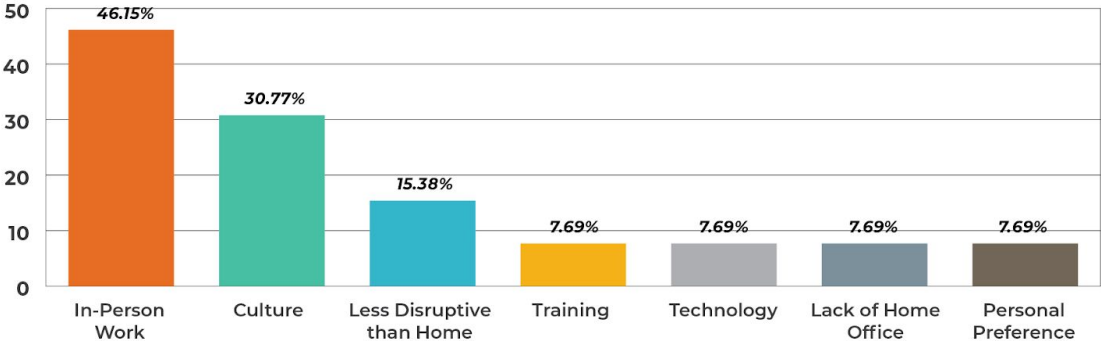- Working virtually works!

46% of the respondents consider working virtually to be a good or acceptable solution, whereas 54% of the respondents see returning to work to be either mission critical or important for select individuals or certain teams. For companies for whom working remotely is not okay, this could be due to personal preferences or due to the

work not being possible virtually. Now might be the time to take the next step towards your digital transformation. And if working in a physical location is absolutely necessary, then we hope to assist you in returning to work safely.

Start building the infrastructure to support remote working by recognizing the new reality of the world and leveraging a tool like Salesforce to work well remotely. The pandemic will change the way businesses operate. Working remotely is not a passing fad or temporary necessary evil and is here to stay. More specifically, corporate flexibility when it comes to an employee's work environment, being able to choose a balance of remote work and in-person work, will be the new norm. It's a game changer for companies and employees. Working in physical locations is still necessary for many jobs and some people prefer it, so it's important to enable a return to work, but we will see more flexibility as a result of the changes we have experienced during the pandemic.

What is the reason to return to a physical location?

If returning to a physical location is important for all or some of your team, can you share the primary reason(s)?

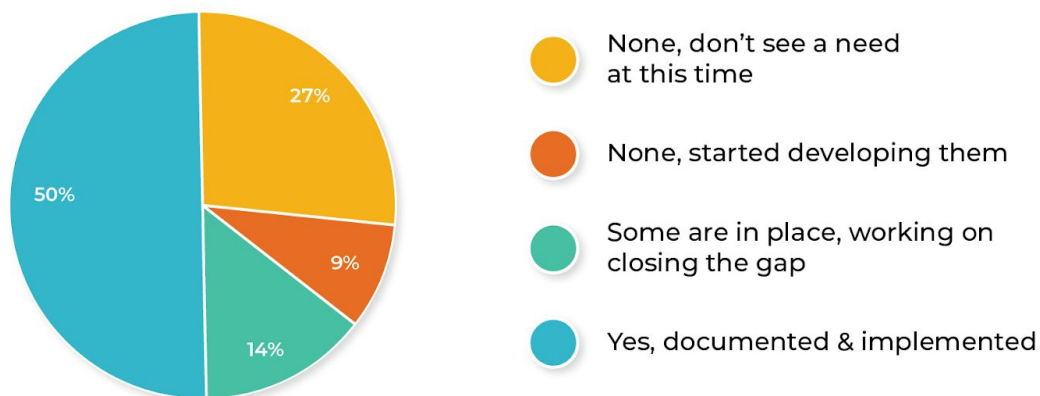| Reason	Percentage
In-Person Work	46.15%
Culture	30.77%
Less Disruptive than Home	15.38%
Training	7.69%
Technology	7.69%
Lack of Home Office	7.69%
Personal Preference	7.69%

A large number of the reasons to return to a physical location were related to in-person work that either require being in a physical location due to the nature of the job or were much better when in-person due to collaboration, for example. Another popular reason for returning to a physical location is due to the culture that comes with being in a space together. Other responses included reasons such as training, personal preference, lack of home office, less disruptive than home, and technology.

Helpful Tips:
- Consider utilizing tools that enable better collaboration while working together from anywhere. In general, your company should make sure to have set up an IT infrastructure that enables employees to work virtually. A new Salesforce feature to keep on your radar is [Salesforce Anywhere](#), which brings real-time collaboration features directly into Salesforce.
- Leverage Salesforce to help manage the scheduling of in-person time or managing who is working on-site vs. remote.
- Keep remote social events for your team in mind as you continue working virtually. These types of events are very important to keep your culture alive. Some ideas include game nights, happy hours, coffee talk, etc.

Do you have policies and procedures for employee medical information in place?

Do you have any policies or procedures in place regarding collecting, storing and/or acting on HIPAA-protected employee information?

- 27% — None, don't see a need at this time
- 9% — None, started developing them
- 14% — Some are in place, working on closing the gap
- 50% — Yes, documented & implemented

When considering a return to work during this global health crisis, the collection of employee medical information will be important. Consequently, policies and procedures must be put into place for how to work with this information. 50% of respondents have already documented and implemented policies and procedures, whereas 14% have some in place and are working on closing the gap. 9% have none, but are working on developing them and 27% have none and don't see a need at this time.

The responses to this question depend on whether or not the business has made plans to return to their physical location any time soon. If you plan to return to work, these are crucial steps that need to be taken.

Helpful Tips:
- Have you considered using the Salesforce Platform to draft, review, collaborate on, and distribute employee policies? Use Salesforce Knowledge or Quip to create and distribute employee policies, making it easier for everyone.
- If you build a custom solution to track this information in Salesforce, make sure to take advantage of Salesforce's security model (sharing rules, encrypted fields) to secure your data.

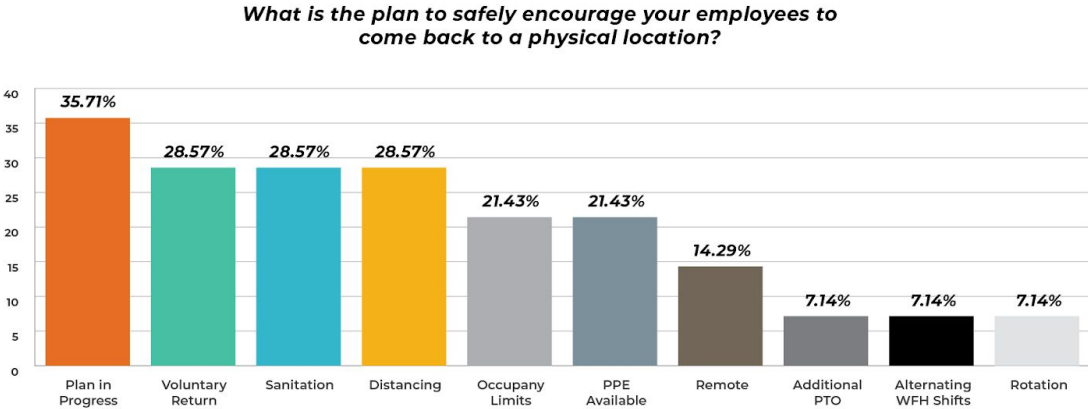# How will you measure your risk when returning back to work?

If employees will be returning to a physical location, what is your risk tolerance for going back to work?
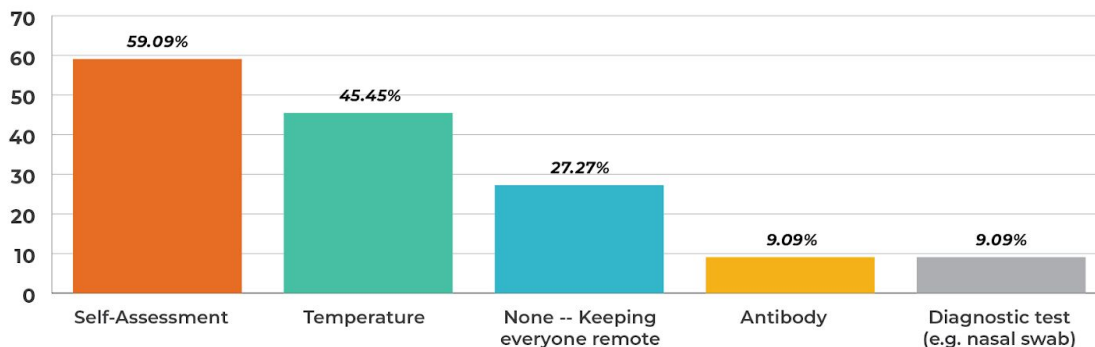
The most popular measures that respondents want to put into place when returning to a physical location include self-assessment and taking temperature. Also notable is the amount of respondents that are planning on keeping everyone remote. Other options selected are diagnostic test (e.g. nasal swab) and an antibody test, which weren't as popular.

These responses make sense since self-assessment and temperature are the least expensive and least extensive forms of assessing the COVID-19-related risk of an employee. Naturally, the easiest option for your business is to keep everyone remote for now if possible.

What are your plans to encourage your employees to return to work?

What is the plan to safely encourage your employees to come back to a physical location?

Category	Percentage
Plan in Progress	35.71%
Voluntary Return	28.57%
Sanitation	28.57%
Distancing	28.57%
Occupany Limits	21.43%
PPE Available	21.43%
Remote	14.29%
Additional PTO	7.14%
Alternating WFH Shifts	7.14%
Rotation	7.14%

What tools will you use to get back to work?

What tools, if any, are in place that will help get your employees back to work?

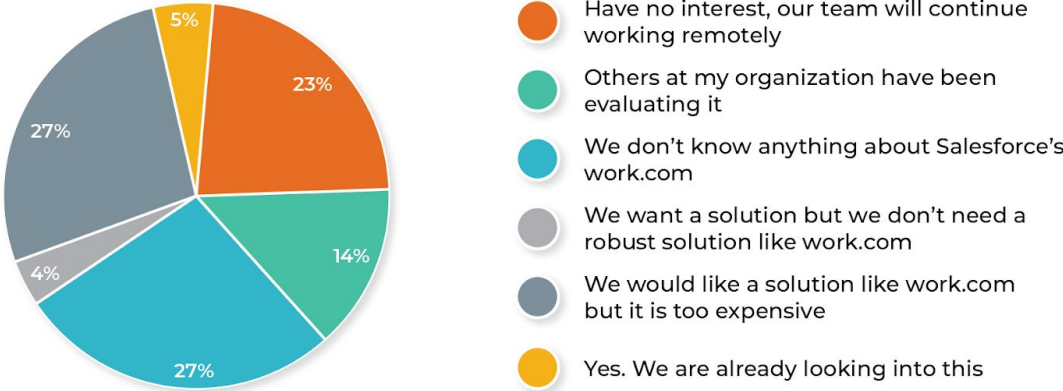| Category	Percentage
We are looking into what makes sense for us	45.83%
Employee health self assessment	29.17%
Capacity/shift management	25.00%
Employee wellness management	25.00%
None, we are all remote	25.00%
We know we need to implement, just not sure on next steps	16.67%
Contact Tracing	16.67%
Other	8.33%
Re-Skilling/training	8.33%

Most people's plans seem to be focused around physical space precautions, which include sanitation, plexiglass, social distancing, mask mandate, etc. There's also a focus on schedule and occupancy management. For example, taking advantage of alternating schedules to limit the amount of people in the office and limiting the total occupancy of rooms to a certain amount of people that allows for social distancing.

Most respondents who are planning a return to work are planning to make it voluntary as not to force anyone to return who isn't comfortable. Additionally, a challenge that companies are continuing to face is the need to adhere to changing guidelines. Throughout the pandemic, federal and state regulations continue to change and it can be difficult as a business to keep up with these changes. The key here is to communicate any changes frequently and clearly to your employees and customers as appropriate. Furthermore, by making a return to the physical location voluntary, you empower your employees to make the decision that makes the most sense to them.

A logical conclusion is that in most cases remote work is here to stay, at least for the time being. Even if a company would like to fully reopen, there will likely need to be a hybrid system for some time until it's safe to fully work from the office again. This, of course, excludes any business that are considered essential and cannot operate remotely.

Have you evaluated Salesforce's work.com?

Have you evaluated investing in the Salesforce Work.com solution?

- 23% — Have no interest, our team will continue working remotely
- 14% — Others at my organization have been evaluating it
- 27% — We don't know anything about Salesforce's work.com
- 4% — We want a solution but we don't need a robust solution like work.com
- 27% — We would like a solution like work.com but it is too expensive
- 5% — Yes. We are already looking into this

Companies are adjusting to working from home and forming plans on how to reopen safely. Salesforce developed a new tool called Work.com in the interest of supporting businesses with their plans on getting back to work with features such as health assessments, contract tracing, capacity/shift management, and more. We at Internet Creations want to see how we can help businesses during this time.

Summary

As the survey results indicate, working in person and in physical locations is important to many companies and they are taking steps to ensure a safe way of getting back to work. While many businesses have been able to operate successfully in a virtual environment, the desire to return to a physical location is still there. Whether working in a virtual or physical environment, companies will start offering more flexibility than before.

We, at Internet Creations, want to help you on your journey of getting back to work. Please reach out to us for a discovery to learn more about how you can get more out of Salesforce and optimize your Salesforce investment during this time.