



**Muhammad Ali Jinnah University**  
Live, Learn and Be Inspired



## **ORGANIZATIONAL STRUCTURE AND MANAGEMENT**

### **COMPANY: BREAKTHRU**

**SUBMITTED TO:** MISS UZMA KHAN

PRINCIPLE OF MANAGEMENT

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## **ABOUT ORGANIZATION:**

### **VISION:**

Our vision is to provide our client very good service, by improving our chat features and building it more and more to provide better service. And also we want to come on the top in the market as well.

It is our **vision to address the needs of the market by forming what could be considered a utility for information technology**. By making technology into a service we can meet the common needs of a number of organizations at a cost that is lower than what they could do themselves. (GOOGLE)

### **DEPARTMENTS:**

### **COMPETITORS:**

### **CURRENT NUMBER OF CLIENTS:**

Around 3000+ companies we are serving now.

### **ORGANIZATIONAL JARGONS:**

### **BUILDING SOCIAL CONNECTIONS:**

Mainly, for job purposes and to maintain a company profile we use LinkedIn because the majority of our corporate profiles are on LinkedIn .And on our Facebook page we have almost 10,000+ likes.

Furthermore, our each type of activity is marketed on a specific selected platform, like we market our in-house activities on Facebook, company achievements on LinkedIn and in-house environment, employee's engagement are promoted as pictures on Instagram.

## **STRETEGIC PLANNING:**

### **KEY POINTS TO INCREASE RANK:**

We have different goals and different criteria for strategic approach, we have the goals to capture the market internationally, like UK, Canada and some parts of India. We provide best service and also to their client too.

### **TRACK AND MANAGE STRATEGIC PLANNING:**

Basically everything works from data. We collect data of growth of our product and we renew the product according to it. Like we connect our services connected with chat service, SMS chat Service and also now we have live monitoring.

### **HISTORY AND EXPECTATIONS IN NEXT 5 YEARS:**

We start with 4 people in 2008 and in 2015 we had staff having only 100 to 120 people in it. Today in 2021 we have more than 300 people in staff, you have to manage the staff and that's why now we have also multiple department for specified jobs according to it. If you want to see the growth of any organization, you have to check the strength of the employees and how they manage it. And as actually, as social media is getting good, we are hopeful to get at no. 4 or no. 5.

### **MARKETING STRATEGIES:**

Here we don't have such marketing but our offices in US have sales persons that markets.

## **HRM**

### **RECRUITMENT PROCESS FOR EMPLOYEES:**

We have 2 phases:

#### **i) Test Conduct**

In the Test conduct phase we have Essay, Comprehension & typing tests.

#### **ii) Interviews**

In the Interviews phase we have 2 interviews:

The **1st interview** is a basic interview. The questions are regarding education, previous background and we also give some general overview of our company too. When we are done with the first interview we process applications to higher management then they review the profile if they are ok with the profile then we conduct the second interview.

In the **2nd interview**, they have not given any details of the second interview. After conducting a second interview they discuss the offer and process the application towards the selection process.

### **FUTURE PLANS FOR EMPLOYEES:**

Regarding future plans, the best thing in our organization is that on a monthly basis internal job positions are opened but if you are not getting hired on those positions then throughout the career the employees are shifted to the career field which they want. In the last 12 months, we have promoted almost 18 positions from which 2 ISR moved to the T&D department, some moved in development, and some in QA. And they moved according to same hiring process like in first phase test is conduct then the interviews are conducted and if they pass both phases then they moves to their career field.

### **Employees Performance evaluation criteria:**

We have quarterly evaluations in which Internet Service Representatives (ISR) are mostly evaluated. We have different parameters through which we measure employees' performance like counts off, counts of toadies, response time and typing quality of chats etc. In the end, all these parameters are measured on a quarterly basis and then benefits also fluctuate on a quarterly basis.

### **ESTIMATE NUMBER OF EMPLOYEES:**

In this office that we have in Pakistan, we have almost 300 number of employees working in different department such as Developers, QA and many more.

### **MANAGEMENT DURING COVID:**

In starting we face some problems but everyone co-operates in the pandemic which make it easy to run this organization and work in those time too.

### **CONTROLLING PROCESSES:**

The activity that should be in control is one and only quality. We have to talk to everyone so that we understand what they are doing and what problem they are facing, as we started in 2008 and have a little office now we get chat in at least 35 min to 45 min and now we get at a time 4 to 5 chat for per person and for that controlling we have 60 to 50 agents in each shift we have.

## **TRAINING:**

### **Training Methods and Key Factors:**

We have a training session designed to train agents that goes for 2 weeks on basic training and then on the floor under supervision for another 2 weeks. The program is designed to train agents for the customer support.

### **COVID Outbreak:**

During COVID, we restrained from training as most of our employees were working from home and training could not be done because we believe that our training should be in person in order to be effective. We hold the hiring during COVID season because our training requires individual activities.

### **Training Duration:**

The duration is of a total of 4 weeks for training, in which 2 weeks are brief training of the company's history and our goals, and then for the remaining 2 weeks they go on a separate floor with an Assistant and conduct chats under supervision.

The probationary period however goes till 3 months in which we give agents chance to improve and evaluate them to put them in their respective hierarchy groups.

### **Factor of Demotivation and Handling:**

We have a really soft policy with employees that do not seem to work according to their job roles. We try to help them in every way we can, if they are agents conducting chats, we change their respective trainers and assign them to a different person to help them in a different way, then we have a newly introduced counselling session method that we recently started in which we try to counsel each employee for a period of three weeks and generate 3 reports every week of their performance and evaluate it closely if they are making any progress, similarly after 9 reports we decide either to give them a warning from HR or not, the cycle repeats for 3 months and three warnings then termination if needed, we rarely terminate people.

### **Trainers and their responsibilities:**

The trainer is responsible to help any and as much employees as needed during his period with the company, however for deep monitoring every trainer is assigned 14 agents from his shift, that get help from him personally if needed. For the initial company joining training, one trainer carries out the whole training as much new hired people are there in a batch sometimes a second trainer can join him in order to provide the orientation.

### **Service of Operations:**

Our basic and main goal is to never turn a customer or a visitor away rudely even if they are on the website due to being misdirected, our basic SOP in a chat operation works as follows:

- Get initial query
- Acknowledge it
- Ask a relevant question
- Ask for contact details
- Ask another probing question
- Provide recommendation
- Provide forwarding statement
- End the chat with ending statement.

### **Business Expansion and Training:**

If the account or company is high priority there is a proper one on one session with every agent and broadcast on the groups or email if needed. Otherwise the company is simply active without any news and then the agent can get any help from trainers if needed upon landing of the chat.

### **Changes in ideology and Adoption:**

The agents are pretty well learners, they seem to adapt the changes pretty well, if they do not we get them into as many training as possible or as much as they needed in order to get them grasps the new instructions.