

**REPORT**

on

**ORGANIZATIONAL STRUCTURE AND MANAGEMENT**

**of**



**SUBMITTED TO:**

**MISS UZMA KHAN**

(PRINCIPLE OF MANAGEMENT)

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5.1 Work As it is today

1. **ABOUT ORGANIZATION:**
   1. **Introduction:**

Break Thru is a fast growing, emerging new age technology and services company that is committed to providing the best industry experiences. It is a live chat support to clients worldwide that work 24/7 to make sure that no customer that visits their client's websites, goes without being contacted. They have been working for more than a decade, every day in order to provide better customer support to the world. It operates through their own software that is integrated on client's websites and social platforms like Facebook etc.

* 1. **History:**

The company started with 4 people in 2008 and in 2015 their staff consisted of 100 to 120 employees. Today in 2021 they have more than 300 employees in staff. The company manages employees and succeeded to grow them in number and that’s why now their company consists of multiple departments for specific jobs.

* 1. **Vision:**

The vision is to provide our client very good service, by improving chat features and building it more and more to provide better service. It is their **vision to address the needs of the market by forming what could be considered a utility for information technology**. According to them, by making technology into a service they can meet the common needs of a number of organizations at a cost that is lower than what they could do themselves. Lastly, their objective is to come on the top in the market.

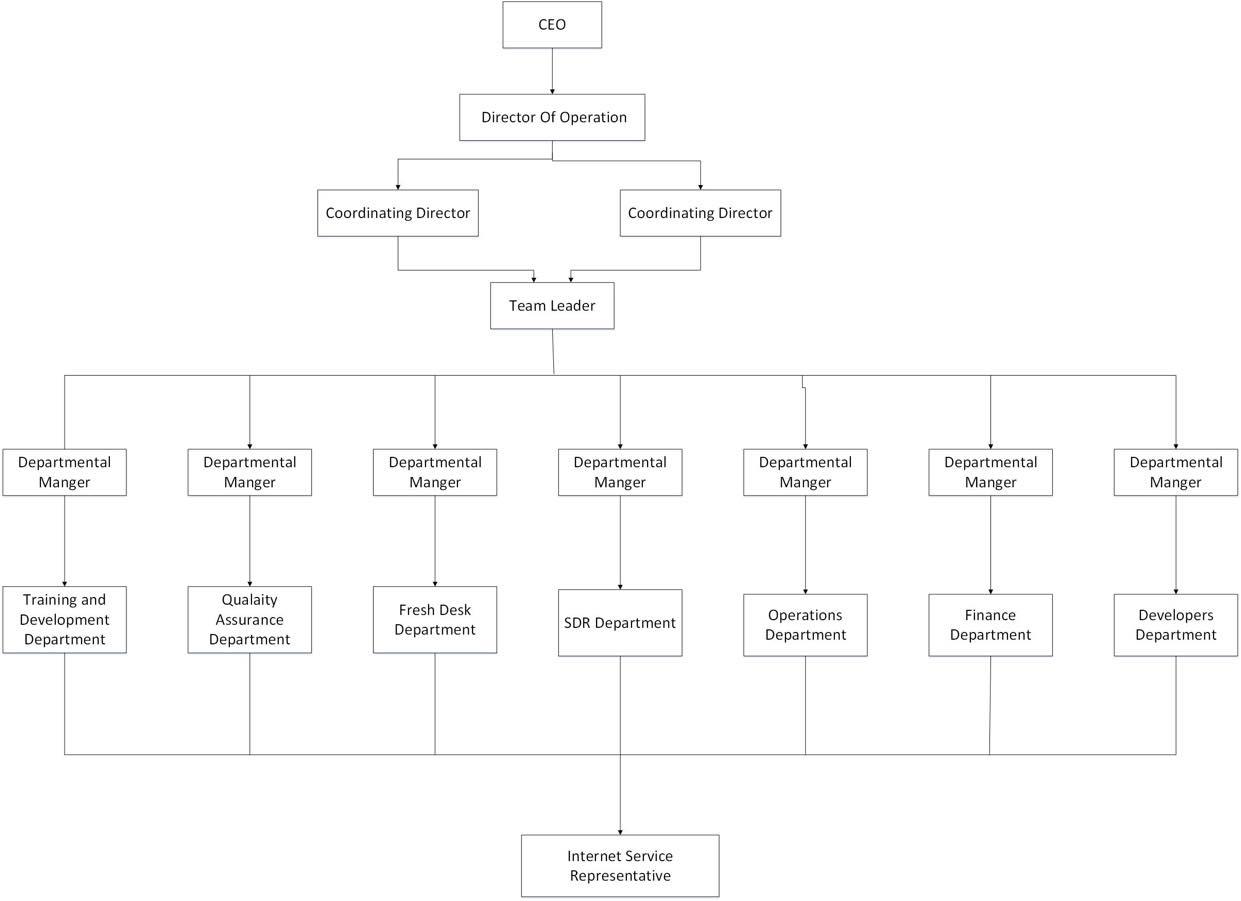
* 1. **Departments:**

1. Training and development
2. Quality assurance
3. Developers
4. FreshDesk
5. SDR
6. Operations
7. Finance
   1. **Competitors:**
8. Ngage
9. Contour
10. TRG
11. Folio
    1. **Current Number Of Clients:**

Break thru is currently serving 3000+ companies in Pakistan and more than 10000+ businesses in different countries.

* 1. **Social Connections:**

Mainly, for job purposes and to maintain a company profile LinkedIn is used as a major platform because the majority of our corporate profiles are on LinkedIn Other than that we had 10000+ followers and likes on Facebook pages. Furthermore, each type of activity is marketed on a specific selected platform, like in-house activities are marketed on Facebook, company achievements on LinkedIn and in-house environment, employee’s engagement are promoted as pictures on Instagram.

* 1. **Organizational Structure:  
     **

1. **STRATEGIC PLANNING:**
   1. **Key Points to Increase Rank:**

As per strategic planning different goals and different criteria are set for strategic approach, the goals includes capturing the market internationally, like UK, Canada and some parts of India. The company aims to provide best service to their clients and also to their clients too.

* 1. **Track and Manage Strategic Planning:**

As everything depends on data. This organization aims to collect data of growth of product and renew or update the product according to it. Like our services are connected with chat service, SMS chat Service and also now we have live monitoring.

* 1. **Future Expectations for Next 5 Years:**

As an organization's growth is measured by the strength of their employees and how they utilize that strength.And as the company's social media connections and marketing is getting good, the organization is hopeful to get themselves at no. 4 or no. 5 in the market.

* 1. **Marketing Strategies:**

Marketing specifically in Pakistan is not too expanded but the offices in the US have good marketing strategies and have sales persons too that are specifically responsible for marketing.

1. **HRM**
   1. **Recruitment Process for Employees:**

Hiring process for this organization consist of two phases:

* + 1. **Test Conduct**

In the Test conduct phase candidates are evaluated with Essays, Comprehensions and typing tests.

* + 1. **Interviews**

Further, in the Interviews phase**, two** interviews are conducted:

1. The 1stinterview is a basic interview. The questions asked are regarding education, previous background and a general overview of the company is given too. Once the first interview is done applications are processed to higher management where profiles are reviewed and if they meet position’s criteria then a second interview is then scheduled for the candidate.
2. 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.  
   1. **Estimate Number of Employees:**

In the office we visited, they have almost 300+ employees working in different departments such as Developers, QA and more as stated above.

* 1. **Employees Performance Evaluation Criteria:**

Quarterly evaluations are done in which Internet Service Representatives (ISR) are mostly evaluated. Different parameters are set through which employees' performance is measured like counts off, counts of tardies, response time and typing speed, 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.

* 1. **Future Plans for Employees:**

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

* 1. **Controlling Processes:**

The activity that should be in control is one and only quality. Agents are communicated regularly about the problems they face during chat and are guided on a regular basis. As now agents come across 4 to 5 chats at a time so to manage and respond to chats they have almost 50 to 60 agents in a single shift.

* 1. **Management during COVID:**

In starting the organization faced some problems like employees weren’t able to get themselves active for longer but then due to cooperation of employees and management it became quite easy to run this organization and work in those times too.

1. **TRAINING:**
   1. **Training Methods and Key Factors:**

A training session has been 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 customer support.

* 1. **COVID Outbreak:**

During COVID, the company restrained themselves 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. The hiring process was on hold during COVID season because our training requires individual activities.

* 1. **Training Duration:**
     + 1. 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.
       2. The probationary period however goes till 3 months in which agents are given a chance to improve and then they are evaluated to put them in their respective hierarchy groups.
  2. **Factor of Demotivation and Handling:**

A really soft policy is designed with employees that do not seem to work according to their job roles. Employees are helped in every possible way , if they are agents conducting chats, the team leader changes their respective trainers and assign them to a different person to help them in a different way, then 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 and then decision can made of termination if needed, employees are terminated rarely.

* 1. **Trainers and Their Responsibilities:**

The trainer is responsible to help any and as many 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 many newly hired people are there in a batch. Sometimes a second trainer can join him in order to provide the orientation.

* 1. **Service of Operations:**

The 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 an ending statement.   
  1. **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 the chat.

* 1. **Changes in Ideology and Adoption:**

The agents are pretty good learners, they seem to adapt the changes pretty well, if they do not the trainers get them into as much training as possible or as much as they need in order to get them to grasp the new instructions.

1. **Current Operations**

**Work As it is today:**

Currently we have around 200 agents working under one roof at our Karachi's center as Internet Service Representatives, with 6 Team leaders over watching them in different shifts. 14 trainers and similar amounts of quality assurance and more, all working their very best looking to take the company at its desired heights.

**THE END**