



**Zoho Corporation**

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# Teams Overview and Decision Making

An organization's structure is a key element in determining how efficiently its goals are achieved. Organizational structure can be broadly classified into two types: centralized and decentralized. The type is based on the decision-making process the company follows.

One of the most commonly used organizational structures is team-based. It gives companies the flexibility to group people with common attributes and skills to accomplish specific goals and provide quick solutions.

## Importance of teams in an organization

Consider an interior design company where different teams are assigned to specific activities:

## Interior Decorator

Planning the esthetics and spatial layouts of the project.



## Color consultant

Creative planning, understanding color psychology to meet the client's esthetic requirements.



## Retail interior designers

Execute the interior designs of stores in commercial establishments.



## Landscape architects

Design outdoor spaces such as parks, grounds, campuses and open spaces for businesses.

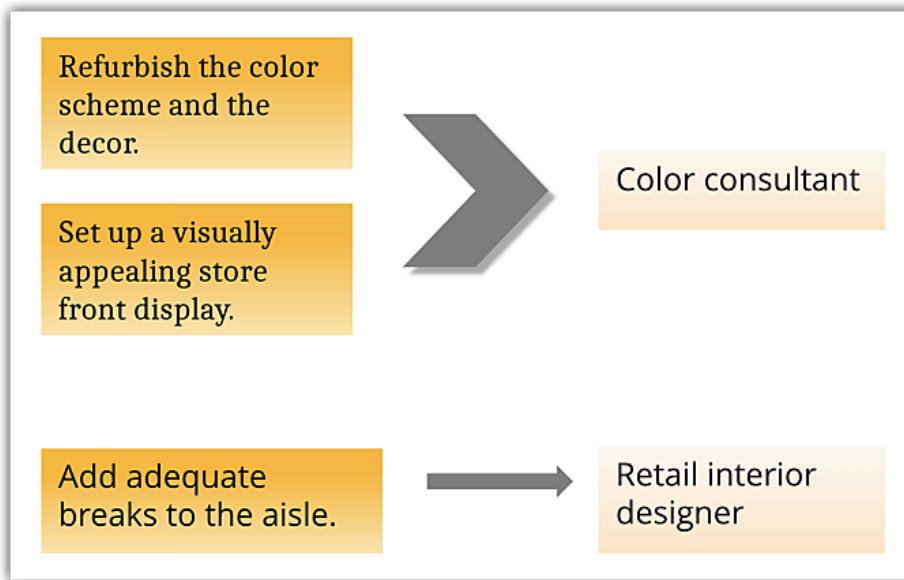


**Let's see how the team setup helps employees work efficiently, complete projects on time, and resolve issues faster.**

"Steve Parker" owns a bakery and has recently moved to a bigger space, which he wants to renovate. His requirements are:

- Set up a visually appealing storefront display.
- Redesign the color scheme and the decor.
- Add adequate breaks to the aisle.

After a requirement analysis, the interior design company categorized Steve's requests and mapped them to the following teams:



### **Work plan**

- A service ticket was created for each team, and their plans of action were broken into a series of activities.
- All interactions with Steve, and all internal communications, were carried out through email right from the service tickets, which helped the teams maintain context throughout the project.
- New requests or changes were raised as tickets by Steve, and were automatically assigned to the appropriate teams for prompt attention.

This proactive approach resulted in the successful and timely completion of the project, and Steve's satisfaction with the overall service provided by the company.

### **Key takeaways**

By building teams, organizations can streamline their daily support activities and improve their teams' efficiency. Some key areas that are positively impacted by teams are:



## When should you consider creating teams?

Teams can help deliver knowledgeable support and managing the overall workflow of the support desk with better efficiency. Here are some reasons you should consider creating a team:

### 1. Your business has a large, global support team that involves people from different roles

Your customer service team is comprised of part-time agents, customer advisors, field service representatives, supervisors, agents that handle different support tiers, and agents in different regions. In this case, it's best to create teams of agents based on the services they provide. A team can consist of agents that are part of more than one group depending on their role and skillset.

### 2. Your organization has different process verticals

Your business process is distributed into different categories and each one has a dedicated customer support team. For example, an ecommerce store may group returns and exchanges, online sales, social media support, and vendor management under Sales and Marketing. A team of agents can be built to handle each of these groups.

### 3. You use multi-level service level agreements

Every level of escalation can be managed by a team of agents to ensure issues are prioritized, provided with an appropriate response, and resolved much faster.

### 4. Sales and marketing are global initiatives

With greater outreach comes more responsibility. If your business is spread across countries, then your customer support team will likely be working in different time zones, and speaking different languages to provide a personalized support experience. Best practice is to create teams based on region and distribute agents among those teams based on linguistic skills.

## **5. Your support agents need to tag teams in tickets**

If your organization handles multiple products or services, it's best to create teams with the support agents who are most knowledgeable of each. These teams can include subject matter experts, who can share more details and offer quick resolutions to unique customer problems. The support agents can tag the necessary team in the ticket to ensure issues are resolved promptly.

## **6. Managers want to have a birds-eye ticket view**

Creating teams can help you sort and organize tickets under each group. The Work Mode view will classify tickets under each team, giving superiors much needed insights into the types of tickets that are most often received and how well responses adhere to SLAs.

### **SEE ALSO**

[Working with Teams](#)

[Assigning activities and tasks to teams](#)