

Organizational Structure

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Crowned Credit operates with a lean, distributed team of 45 employees across the Philippines, Nigeria, Colombia, and the Dominican Republic. This page outlines how the Customer Service department in particular is structured, who owns what, and how departments work together.

□ About Our Team

Crowned Credit is a fully remote company. Our CEO (Jethro Adedeji) is based in Greensboro, NC. All 45 team members are overseas. We operate across multiple time zones, which is why strong documentation, clear roles, and reliable systems are non-negotiable.

Company Leadership

Role	Name	Location	Responsibilities
CEO & Founder	Jethro Adedeji	Greensboro, NC, USA	Strategy, vision, final decisions, growth, partnerships
CSR Manager	Les Jimenea	Philippines	Day-to-day ops, team management, escalations, reporting to CEO
Billing Manager/Team Lead	Khryzza Castillo	Philippines	Billing operations, payment processing, account status management, failed payment follow-ups, reactivation handling, and billing-related escalations

Role	Name	Location	Responsibilities
Onboarding Team Lead	Marjorie Mercadero	Philippines	Client onboarding process, agreement and document verification, credit monitoring setup, team management, and ensuring clients are properly set up before disputes begin
Credit Case Specialists Team Lead	Cassandra Aldana	Philippines	Team management, client file reviews, escalation handling for complex cases, and coordination with dispute team to ensure progress and results

CSR Department Overview

Crowned Credit's Customer Service Department is organized into 3 core departments, each with a defined scope and team lead:

1. Onboarding Department

Detail	Info
Mission	Convert new clients into active, engaged service participants within the first 7 days
Headcount	~8-10 Onboarding Specialists + 1 Team Lead
Key Tools	GoHighLevel, DisputeFox, SmartCredit
Primary KPI	>85% of clients fully onboarded within 7 days of signup
Escalates To	Onboarding Team Lead for failed onboarding, missing docs after 7 days

2. Billing Department

Detail	Info
Mission	Ensure all client accounts are in good financial standing and payment issues are resolved quickly
Headcount	~3-5 Billing Specialists
Key Tools	GoHighLevel, Payment processor
Primary KPI	Failed payment recovery rate >70%; billing response time <4 hours
Escalates To	Billing Team Lead for chargebacks, complex refund requests

3. Credit Case Specialists (CCS)

Detail	Info
Mission	Manage active client accounts through client communication, maintain retention, and drive measurable credit improvement
Headcount	~10-15 CCS + 1 Team Lead
Key Tools	GoHighLevel, Aircall, DisputeFox, SmartCredit
Primary KPI	Client retention rate >80%; SMS response time <2 hours; 100% update call completion
Escalates To	Team Lead for complex credit questions, legal threats, or urgent client concerns

Reporting Structure

Role	Reports To	Direct Reports
CEO	—	Operations Manager, Media Buyer, all leads
CSR Manager	CEO	All department team leads
Onboarding Team Lead	CSR Manager	Onboarding Specialists
CCS Team Lead	CSR Manager	Credit Case Specialists
Billing Team Lead	CSR Manager	Billing Specialists
CSR	Corresponding Team Lead	—

Team Distribution by Location

Country	Est. Headcount	Primary Roles
Philippines	~30	CSR, CCS, Onboarding, Billing, Dispute (outsourced)
Nigeria	7-10	CSR support roles, misc operations
Colombia	~1	Specialized role
Dominican Republic	Few	Support roles
USA	1 (CEO)	Leadership, strategy, final decision-making

Escalation Flow

All escalations follow a clear path. Never skip levels without cause.

1. **CSR / CCS** — Attempt to resolve using SOPs and available resources

2. **Team Lead** — Escalate if outside standard scope, client is threatening to file complaints or escalate the situation, or legal/compliance concern arises
3. **CSR Manager** — Escalate for cross-department issues, billing disputes over threshold, systemic problems
4. **CEO** — Reserve for major legal threats, refund decisions over a set amount, or company-level decisions

☐ When in Doubt — Escalate Up, Not Around

Never route around your team lead to go directly to the CEO unless it is genuinely urgent and your lead is unavailable. Document the reason for escalation in GHL before reaching out.

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