ZelloWork Channels

Setup to Strategy
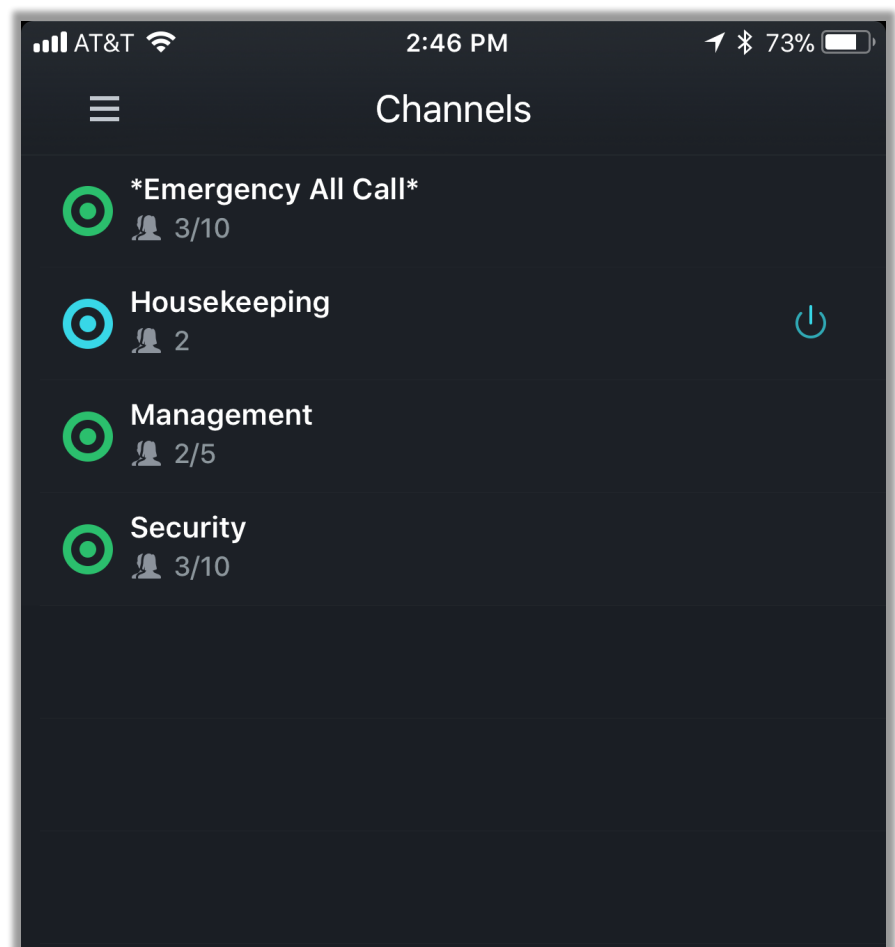
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ZelloWork™ is a push-to-talk system for connecting work teams

It's as easy to use as a traditional walkie talkie, but it redefines the model for today's workplace:

It's an app that runs on the smartphones, tablets and desktop PCs supporting Google Android, Apple iOS, Blackberry and Windows.

Goodbye expensive, hard-to-maintain, inconvenient single-purpose radios.

It uses Wi-Fi and cellular data service to connect users anywhere in the world.

Goodbye to range limits and expensive, inflexible carrier PTT plans.
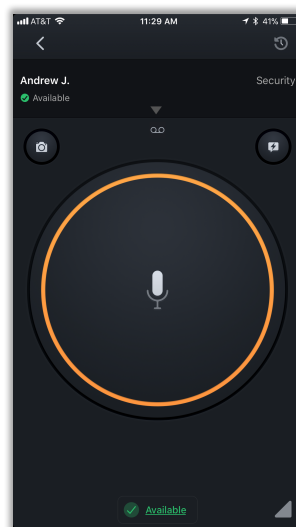
It includes a centralized management console with tools for creating users and groups, tracking participants' availability and location and regulating group and individual behavior.

Goodbye hard-to-navigate and impossible-to-manage communication environments.

In addition to voice communication ZelloWork also supports sending alerts, text messages and photographs.

Goodbye to juggling multiple apps and devices to fully connect.

ZelloWork stores the voice messages, texts and photos that are sent to each user on the user's own device, where anything can be searched for, retrieved and replayed whenever it's safe or convenient to do so.

Goodbye missed and misunderstood messages, and all the safety issues and lost productivity they create.

ZelloWork offers incredibly clear, you-are-there voice quality.

Goodbye to confusion, fatigue and lost time, especially in noisy environments.

Channels make talking with a group as easy as talking to one person

Channels provide ZelloWork's support for group conversations.

There is no limit to the number of channels you can create in your ZelloWork network, nor are there limits to the number of people you can assign to a channel.

ZelloWorks's channels are flexible.

- They let you anticipate who will need to connect routinely, and what rules should govern those interactions.
- They can mirror your organization structure. But they can also support communication patterns that cross departments and teams.
- ZelloWork provides multiple channel *types*, with built-in rules and behavior patterns that support virtually any group communication strategy.

ZelloWork has out-of-the-box support for three different types of channels:

Team Channels. This channel type is ideal for situations where a group of people – a team, a department, a work group – needs to communicate often or routinely.

Members of Team Channels do *not* have the option of disconnecting from the channel.

Any person assigned to a Team Channel is added to every other channel member's Contacts.

As a result, Team Channel members can make one-to-many calls to other channel members at any time. And channel members can also make one-on-one calls to other channel members via their Contacts list.

Dynamic Channels. These channels are useful for groups whose members need to talk but are not required to be in constant contact.

Members of Dynamic Channels can connect to and disconnect from the channel as needed.

Members of Dynamic Channels do *not* see the other channel members in their Contacts.

As a result, Dynamic Channel members can make one-to-many calls within the channel at any time. However, they *cannot* make one-to-one calls to other channel members from their Contacts.

Hidden Channels. This channel type provides a convenient way of connecting many contacts to each other for the purposes of one-on-one conversation. Hidden Channel members are prevented from initiating group conversations in the channel.

Hidden Channel members do *not* have the option of disconnecting from the channel.

Any person added to a Hidden Channel is added to every other member's Contacts. However, the channel is *not* visible to its members.

As a result, Hidden Channel members can make one-on-one calls to other channel members, but cannot make one-to-many calls in the channel.

This table summarizes the properties of ZelloWork's three out-of-the-box channel types:

Channel members	Team	Dynamic	Hidden
see and can talk to other members in the channel	Yes	Yes	No
see and can talk to other members in their contact list	Yes	No	Yes
can disconnect from the channel	No	Yes	No

Setting up ZelloWork Channels

Creating channels, and assigning people to those channels, is a ZelloWork network administrator's responsibility. The Console is where channels are created and managed.

Add a new channel

1. Sign into the Console and select Channels from the Console menu bar
2. Click on the + New Channel button in the Channels screen
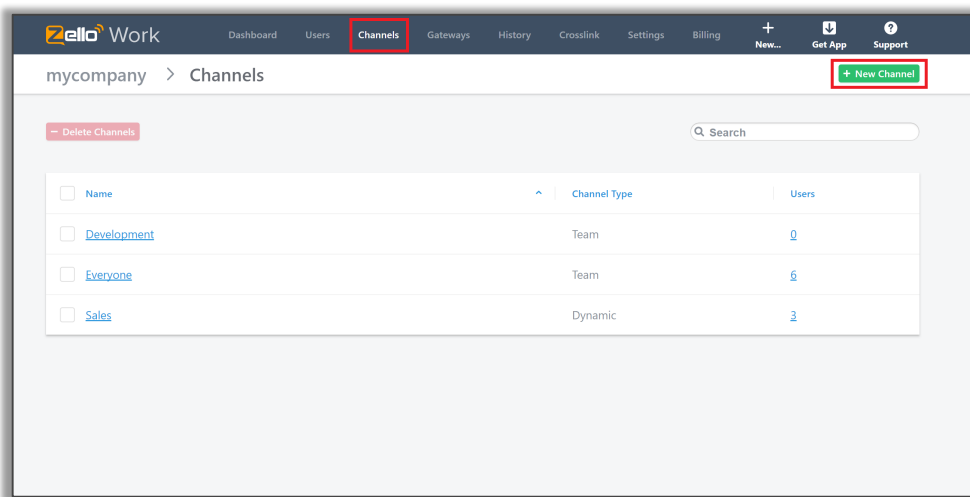
3. When the New Channel pop up displays, enter the channel name, and then select the Channel Type dropdown
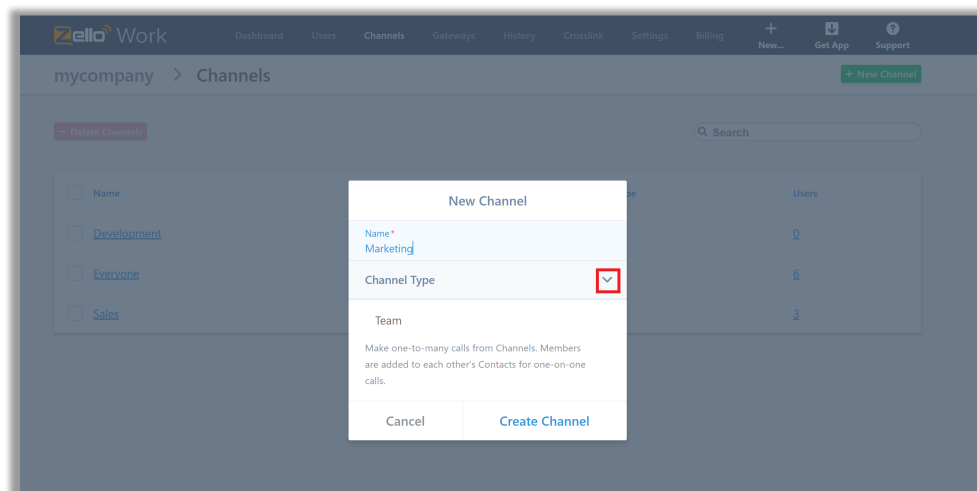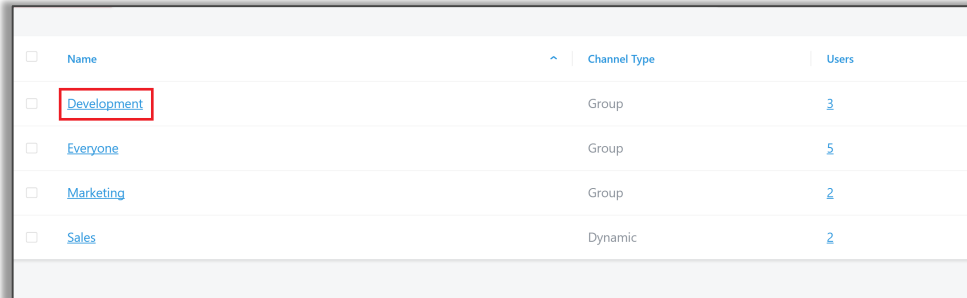
4. When the New Channel pop up displays, enter the channel name, and then select the Channel Type dropdown

5. In the pop up that displays designate the new channel as a Team, Dynamic or Hidden channel

6. Click on the Create Channel button
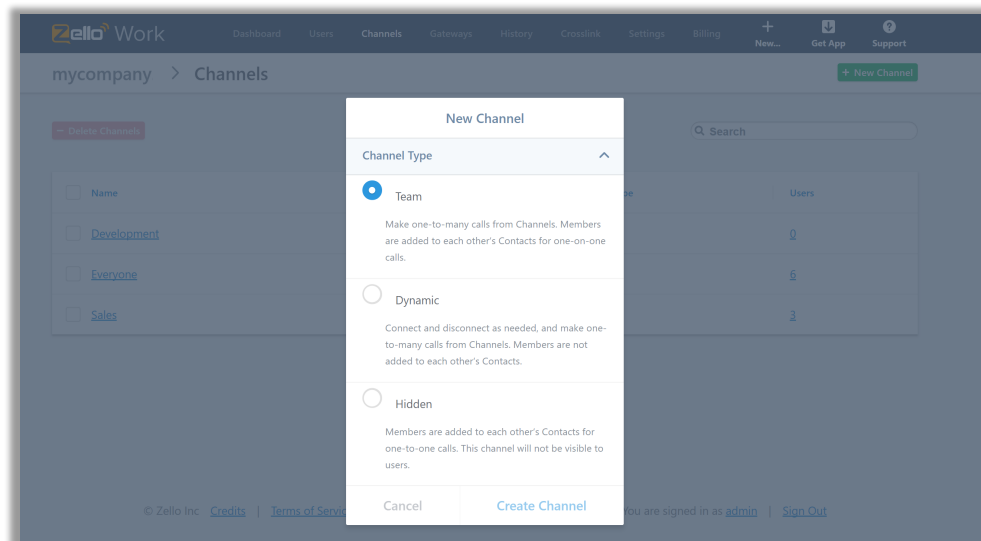
Assign people to channels

1. Select Channels from the Console menu bar. In the Channels screen, select the channel you want to add users to

2. Select the add users button (the "+") above the Users list
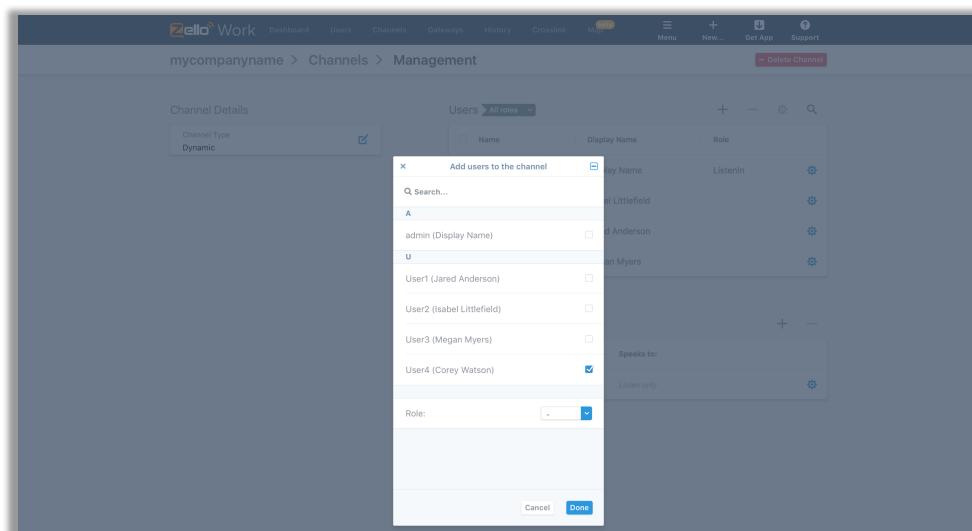
3. In the pop up that appears select the people you want to add and then click Done

User Roles define behavior within channels

ZelloWork's User Roles let you create channel *member* types.

With this feature, you can empower – and constrain – channel members when they are in the channel.

Implementing User Roles is simple: you define the role, and then you assign the appropriate channel members to that role.

In the context of driver communication, it's User Roles that make it possible to, say

- Prohibit drivers from talking to each other
- Restrict drivers to talking only with dispatchers
- Ensure that drivers hear only messages directed to them

User Roles are a property of a channel. You can reuse User Roles across channels. Alternatively, you can create unique User Roles for every single channel.

Now you're beginning to understand the power and versatility of ZelloWork!

There are five dimensions to every User Role. You define the Role's ability to

1. Speak in the channel to anyone
2. Speak in the channel to selected roles
3. Only be allowed to listen
4. Disconnect from a channel
5. Send Channel Alerts

Setting up User Roles

Creating User Roles, and assigning people to those roles, is a ZelloWork network administrator's responsibility. The Console is where roles are created and managed.
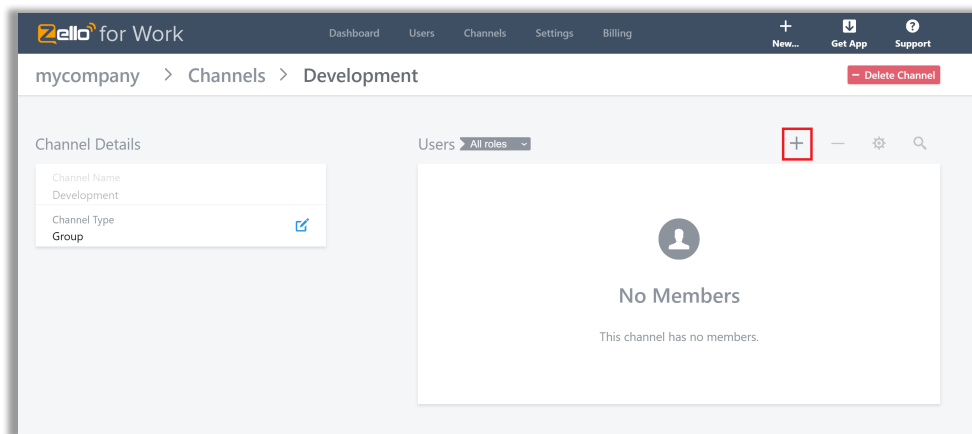
Add a new role

1. Sign into the Console and select Channels from the Console menu bar
2. Select the Channel where you want to add a User Role
3. Click on the "+" at the top of the Roles box
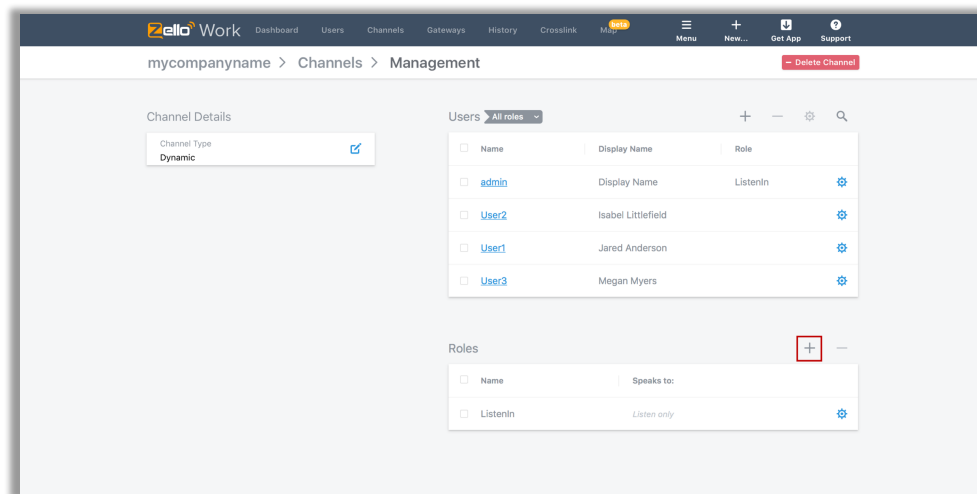
4. Enter the Role name, select the attributes you want to assign to the role, and click Continue
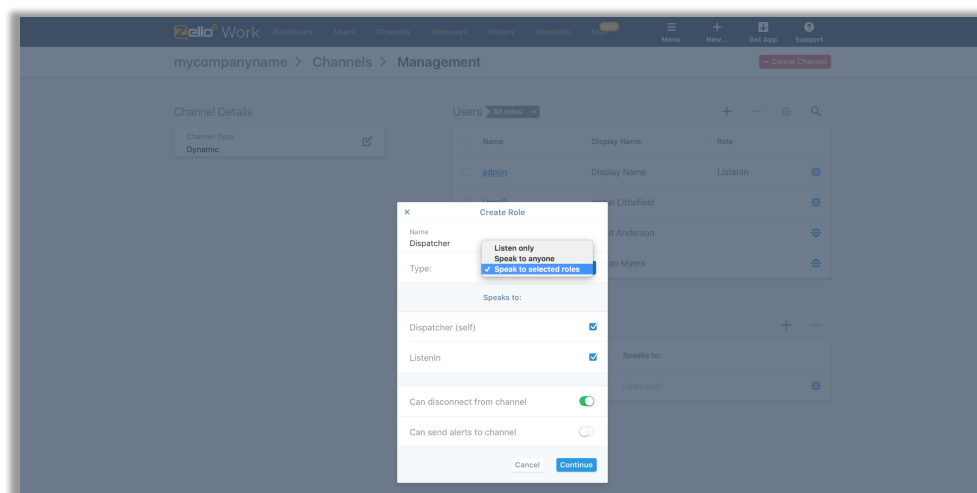
5. In the pop up that appears, select the users to be assigned to the role and click on Continue
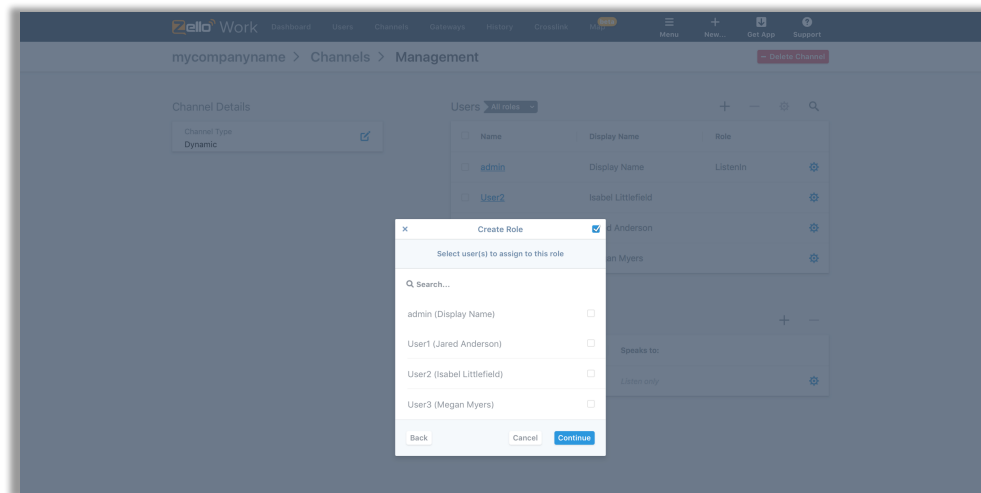
Channel Strategies
for Driver Communications

Scenario #1: Many drivers and a pool of dispatchers

This organization serves a very large metropolitan area. It has hundreds of drivers on the road and a pool of up to a half-dozen dispatchers, depending on time of day and business conditions.

The ZelloWork administrator wanted to build out a channel strategy that reinforces company policies:

- For safety reasons, drivers should only be able to talk to dispatchers
- Dispatchers should be able to talk to each other and to drivers
- To improve the driving experience and reduce driver fatigue, going forward drivers will not be disturbed by messages not intended for them
- On-duty drivers must always be connected to the dispatcher pool

The ZelloWork administrator created a **Dynamic Channel** called **Dispatch**, and assigned all of the drivers and dispatchers to this channel.

The administrator made Dispatch a Dynamic Channel because it keeps driver members from seeing other drivers in their Contacts, which in turn means they cannot make ZelloWork calls to them.

With the Dispatch channel created the administrator turned to the channel's User Roles.

**Dispatcher role.** First to be created was a Dispatcher role. Its properties include

- Can speak to selected roles: Dispatcher (Self)
- The role was assigned to all of the company's dispatchers

Driver role. Next to be created was a Driver role. Its properties include

- Can speak to selected roles: Dispatcher
- Cannot disconnect from the channel: Selected
- The role was assigned to all of the company's drivers

Finally, the administrator edited the Dispatcher role so that dispatchers can speak to both Dispatcher and Driver roles.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

Scenario #2: Drivers and Dispatchers in a collaborative environment

This organization places a premium on open collaboration among drivers, because timely customer service is one of the company's hallmarks.

The ZelloWork administrator wanted to build out a channel strategy that reinforces company policies:

- Dispatchers should be able to talk to each other and to drivers
- Drivers should be able to talk to dispatchers
- And in the interest of better customer service drivers should be able to talk with each other about traffic conditions, who can best and most quickly respond to a customer issue, who has particular expertise or equipment in their vehicle, and so on.
- On-duty drivers must always be connected to the dispatcher pool

The ZelloWork administrator created a **Team Channel** called **Delivery**, and assigned all of the drivers and dispatchers to this channel.

The administrator made Dispatch a Team Channel because it supports both one-to-one and one-to-many connections. Any driver or dispatcher added to the channel acquires as Contacts all of the other channel members.

With the Dispatch channel created the administrator turned to the channel's User Roles.

Dispatcher role. First to be created was a Dispatcher role. Its properties include

- Can speak to selected roles: Dispatcher (Self)
- The role was assigned to all of the company's dispatchers

Driver role. Next to be created was a Driver role. Its properties include

- Can speak to selected roles: Driver (self) and Dispatcher
- Cannot disconnect from the channel: Selected
- The role was assigned to all of the company's drivers

Finally, the administrator edited the Dispatcher role so that dispatchers can speak to both Dispatcher and Driver roles.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

Scenario #3: One dispatcher and ten drivers

This small organization has little need for structure. The default Everyone channel takes care of any need they have to conduct group conversations.

The ZelloWork administrator wanted to build out a channel strategy that reinforces company policies:

- The dispatcher should be able to talk to any driver
- Drivers should be able to talk to the dispatcher
- Drivers should be able to talk with each other
- On-duty drivers must always be connected

The ZelloWork administrator created a **Hidden Channel**, and assigned all of the drivers and dispatchers to this channel.

The administrator made Dispatch a Hidden Channel because it allows all its members to talk one-on-one with each other, and is simplifies network-wide Contact management (any driver or dispatcher added to the channel acquires as Contacts all of the other channel members).

This organization had no real need of User Roles.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

Channel Strategies for Work Teams

Scenario #1: A big-city Hotel

This downtown hotel has several hundred employees. The hotel does not have the meeting space for really large events but in every other respect is a full-service luxury destination.

The ZelloWork administrator wanted to build out a channel strategy that supported the hotels twin goals of creating an ever-enhanced guest experience and a very supportive, efficient and enjoyable staff environment:

• Members of each of the hotel's departments must be able to contact and listen to each other at all times, in both one-to-one and one-to-many conversations
• Staff members must be able to reach out to members of other departments when necessary without having to be full-time connected to all of the hotel's voice traffic
• For safety reasons, all staff members must be immediately and simultaneously contactable in an emergency

The ZelloWork administrator created a series of Dynamic Channels, including

• Housekeeping
• Banquets
• Engineering
• Security
• Front Desk, and
• Valet

The administrator created these as Dynamic Channels, meaning **staff members can connect and disconnect with channels as needed**.

Importantly, **every hotel employee was made a member of every channel.**

And, **the default Everyone channel was made a Hidden Channel**, meaning each staff member's Contacts include all of the hotel's employees. This in turn means that staff members can have one-on-one conversations with any other employee.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

Scenario #2: A large retail Store

This home goods store occupies two floors in a suburban outdoor shopping center. It stocks some of its merchandise in the back-of-store receiving area. Larger items are kept in a local warehouse.

The ZelloWork administrator built out channels that reinforce the brand's mandate to deliver a highly differentiated high-touch customer experience:

- Sales associates – who assume the role of highly skilled consultants – and floor managers must be able to reach anyone in the store or the warehouse at any time in the course of serving a customer
- At the same time, sales associates must be shielded from any store voice traffic that isn't intended for them
- Teams must be able to interact as a group in ZelloWork in response to or in anticipation of customer or other store issues
- For safety reasons, all store employees must be immediately and simultaneously contactable in an emergency

The ZelloWork administrator created a series of **Dynamic Channels**, including

- 1st Floor Sales Associates
- 2nd Floor Sales Associates
- Floor Managers
- Front of Store/POS
- Storage
- Warehouse
- Security/Loss Prevention

The administrator created these as Dynamic Channels, meaning **store employees can connect and disconnect with channels as needed**.

Importantly, **every store employee was made a member of every channel.**

And, **the default Everyone channel was made a Hidden Channel**, meaning each employee's Contacts include all of the store's other employees. This in turn means that every employee can have a one-on-one conversation with any other employee.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

Scenario #3: A mid-sized Manufacturer

This home goods store occupies two floors in a suburban outdoor shopping center. It stocks some of its merchandise in the back-of-store receiving area. Larger items are kept in a local warehouse.

The ZelloWork administrator built out channels that reinforce the manufacturer's three primary business goals of seeking continuous improvement, maintaining a stable and productive workforce and emphasizing workplace health and safety:

- Workers in each of the production areas must be able to connect with each other, line supervisors and others, at all times, in both one-on-one and one-to-many conversations
- Workers in any department must be able to connect with workers in other departments without having to be full-time connected to every ZelloWork channel in the factory
- For safety reasons, all workers must be immediately and simultaneously contactable in an emergency
- At the same time, worker morale and safety demands that they be shielded from voice traffic that doesn't concern them

The ZelloWork administrator created a number of **Dynamic Channels** that reflected the manufacturer's organization and processes, including

- A Line Production
- B Line Production
- Engineering
- Site Safety
- Maintenance
- QA
- Warehouse
- Shipping

The administrator created these as Dynamic Channels, meaning **all workers can connect and disconnect with channels as needed**.

Every worker was made a member of every channel.

And, **the default Everyone channel was made a Hidden Channel**, meaning each worker's Contacts include all of the site's other workers. This in turn means that everyone in the factory can have a one-on-one conversation with any other worker.

And with that the organization has a channel structure that matches their structure and enforces their company policies.

We make the world's most popular Push-To-Talk software.

ZelloWork™ is used in trucking, logistics, hospitality, retail, manufacturing, construction, and a dozen other industries.

And nearly 120 million people worldwide use our consumer app, **Zello™**, to connect one-on-one, enjoy a live group conversation or stay in touch during emergencies.

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