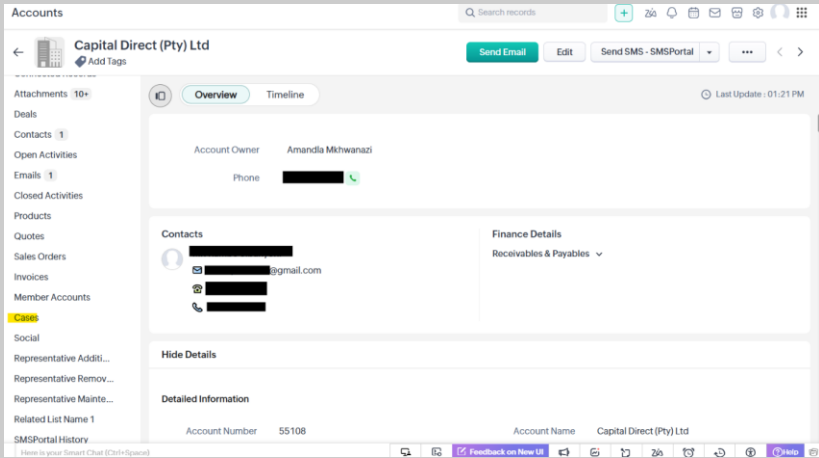
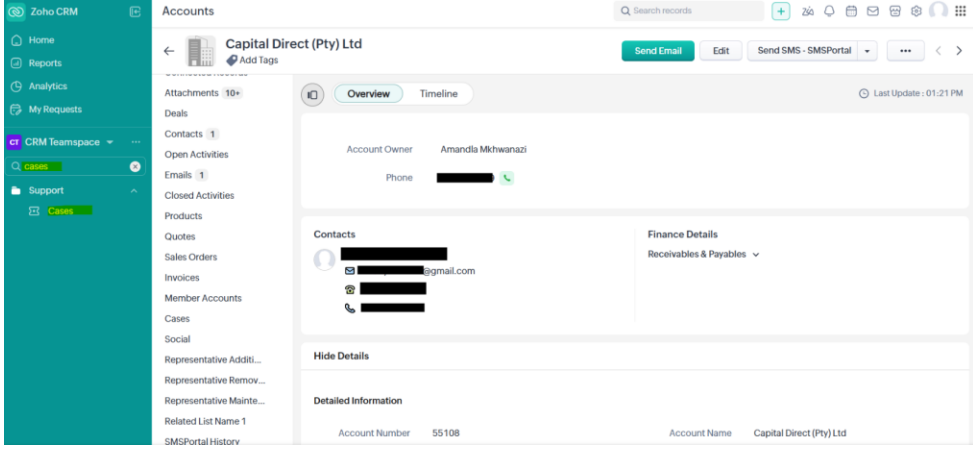
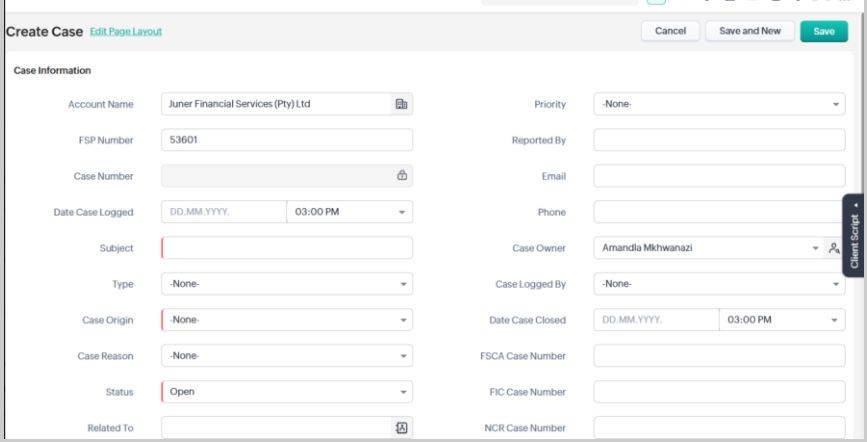


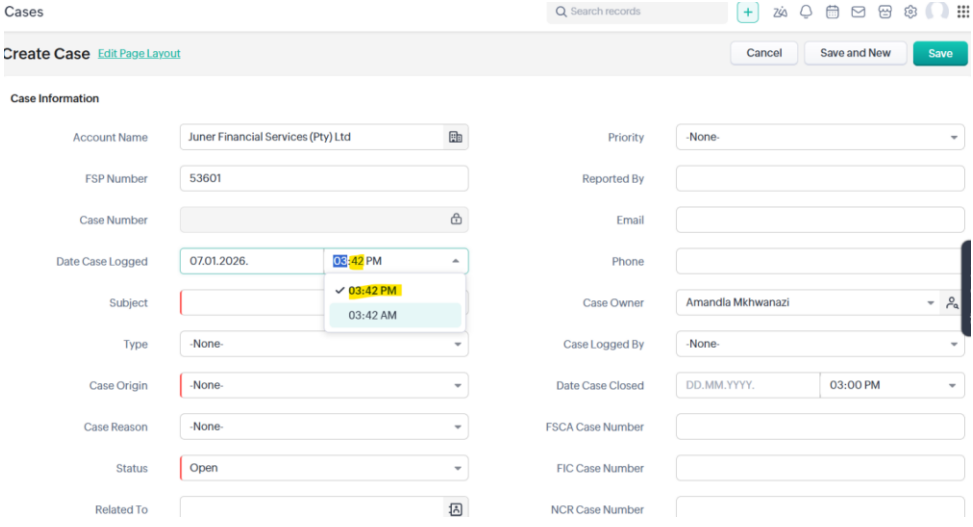
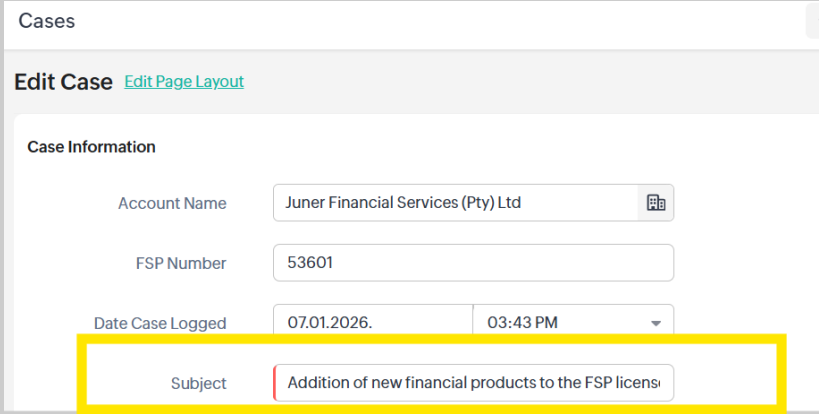
SOP: Creating and Closing a case in Zoho CRM

Step #	Task	Responsibility	Tool / Template	Timeline	Notes
Creating a case in Zoho					
1	Decide when a Case must be created (mandatory triggers)	All staff	Zoho CRM – Cases Module	Same day request is received	Not every interaction becomes a Case. Create a Case when there is a client instruction/request that requires a tracked submission, regulatory filing, official profile/data update, policy/document preparation, escalation, or outcome that must be auditable. Approved Case-trigger categories include: Advisory/General Query (only when action required), Data & Record Updates, Debarment (incl reinstatement), Director/Ownership Changes, DOFA, FICA/GOAML, FSCA Licensing & Authorizations, Insurer Requests, KI Management, License Maintenance (FAIS), NCR matters, Onboarding/Off-boarding, POPI submissions, Regulatory Correspondence/Escalation, Regulatory Submissions (Phase II/AFS), Representative Management (where applicable in your system), Technical/Portal Support, Unclassified/Triage.
2	Open Cases from inside the Client Account (preferred)	Employee creating the case	Zoho CRM → Accounts → Related Lists	Immediately when case is required	<p>Preferred method because it reduces errors. Open the client Account → scroll to related lists → click Cases.</p> 

SOP: Creating and Closing a case in Zoho CRM

<p>3</p>	<p>Open Cases from left panel search (alternative method)</p>	<p>Employee creating the case</p>	<p>Zoho CRM → Left navigation</p>	<p>Immediately when case is required</p>	<p>Type "Cases" in the left panel search → click Cases module → click Create / New Case. Use only if you are not already inside the Account record.</p> 
<p>4</p>	<p>Start new Case from Account so Account Name + FSP Number auto-populate</p>	<p>Employee creating the case</p>	<p>Zoho CRM – New Case screen</p>	<p>During creation</p>	<p>When created from inside the Account, Account Name and FSP Number must auto-populate. If they do not, stop and confirm you are inside the correct Account record.</p> 

SOP: Creating and Closing a case in Zoho CRM

<p>5</p>	<p>Capture Date Case Logged accurately (date + time to the minute)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – New Case screen</p>	<p>During creation</p>	<p>Select correct Date Case Logged from calendar. Also set time to the minute using your laptop/system time. This drives SLA tracking (Case Opened vs Case Closed).</p> 
<p>6</p>	<p>Complete the Subject clearly (so anyone understands the case at a glance)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Subject field</p>	<p>During creation</p>	<p>Subject must reflect the essence of the case in full words. Example: “Addition of new financial products to the FSP license.” Avoid vague subjects like “FSCA” / “Update.” Use action style: Add/Remove/Update/Submit/Follow-up/Register/File.</p> 

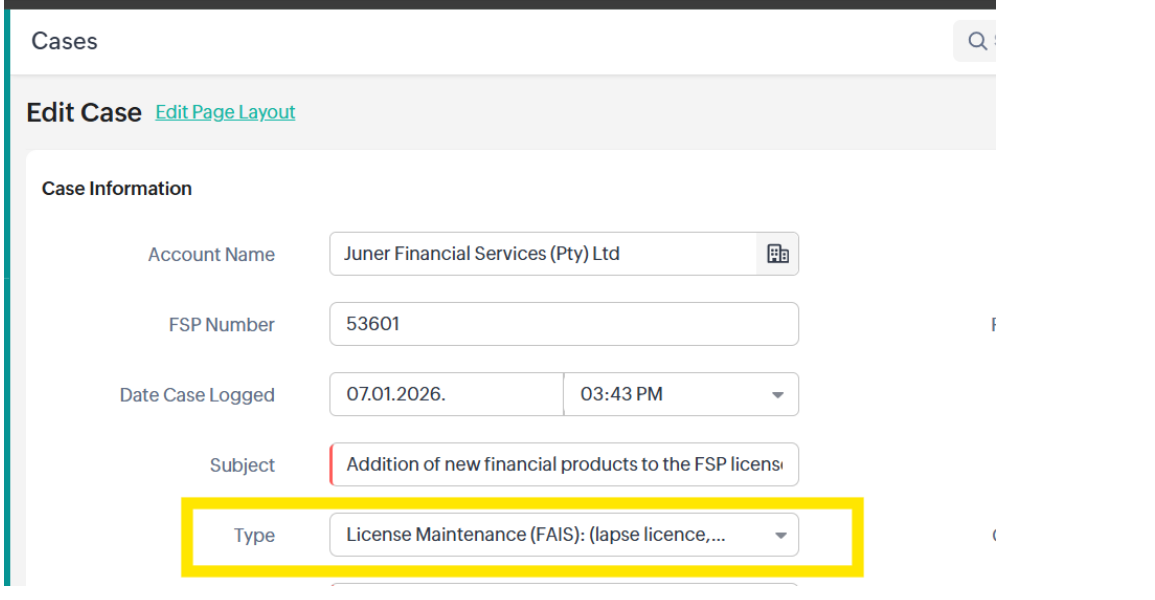
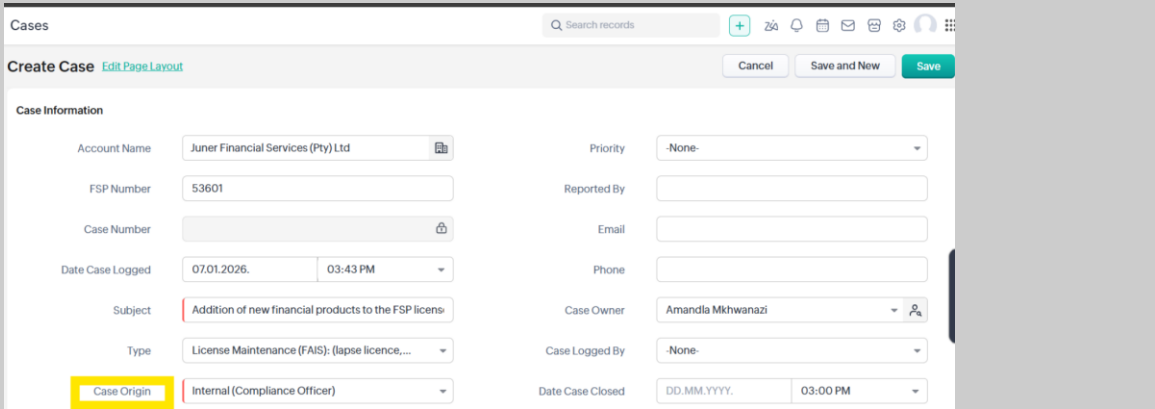
SOP: Creating and Closing a case in Zoho CRM

7	Select Case Type (for reporting and workload insight)	Employee creating the case	Zoho CRM – Type dropdown	During creation	<p>Choose the correct Case Type (big category) so reporting is meaningful (what cases are coming in, what is challenging). Use your approved list (Advisory/General Query, CIPC, FICA Submission, License Maintenance, NCR, etc.).</p> <p>Case Type Options (select one)</p> <ul style="list-style-type: none"> • Advisory / General Query (<i>Queries, client request for info</i>) • Auditor / Accountant Changes • Banking & Financial Details (<i>Change banking details, add/remove separate FSP bank account, update banking info</i>) • Billing / Contracts (<i>Debit order queries, fee changes, contract questions</i>) • CIPC • Data & Record Updates (<i>Amend contact details, amend financial year-end, FSP name change</i>) • Debarment • Director / Ownership Changes (<i>Add new director, remove director, update shareholding</i>) • DOFA request • E-commerce / LMS (Online Store) • FICA Submission • FSCA Licensing & Authorizations • Insurer Request (<i>submit forms/policies to insurer, Assupol DDR</i>) • Key Individual Management (<i>Add KI, remove KI, update KI details/training/COB</i>)
---	---	----------------------------	-----------------------------	-----------------	---

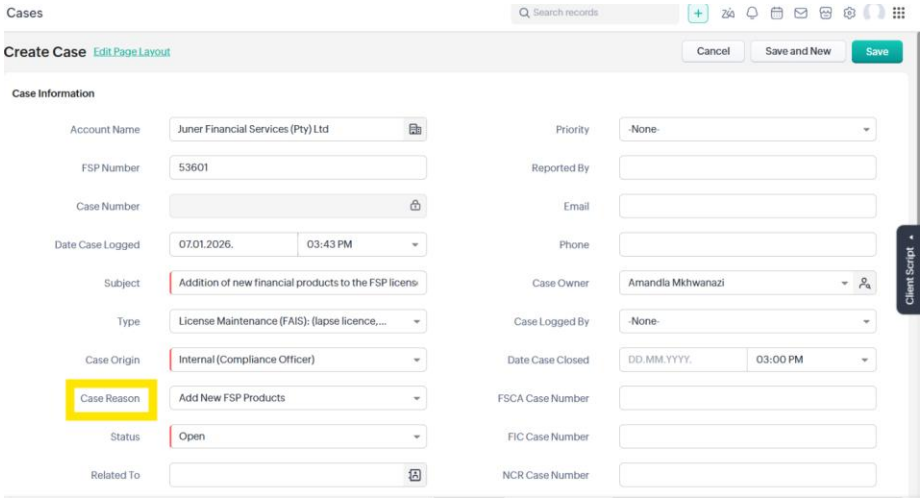
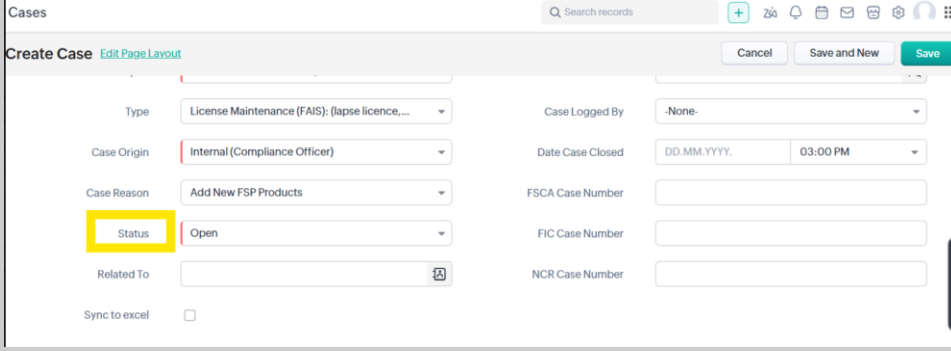
SOP: Creating and Closing a case in Zoho CRM

				<ul style="list-style-type: none">• License Maintenance (FAIS) (<i>lapse license, variation of products (add/remove), update COB</i>)• NCR Licensing & Regulatory Filings• Onboarding / Off-boarding (<i>New client onboarding, client off-boarding/termination</i>)• POPI Submission• Regulatory Correspondence / Escalation (<i>Follow-up with FSCA on client issue, FSCA information request</i>)• Regulatory Submission / Application (<i>Phase II submission, FSCA forms/submissions, AFS submission</i>)• Representative Management (<i>Addition, removal, update, request for rep register</i>)• Technical / Portal Support (<i>Existing problem, complex functionality issues</i>)• Unclassified / Triage
--	--	--	--	--

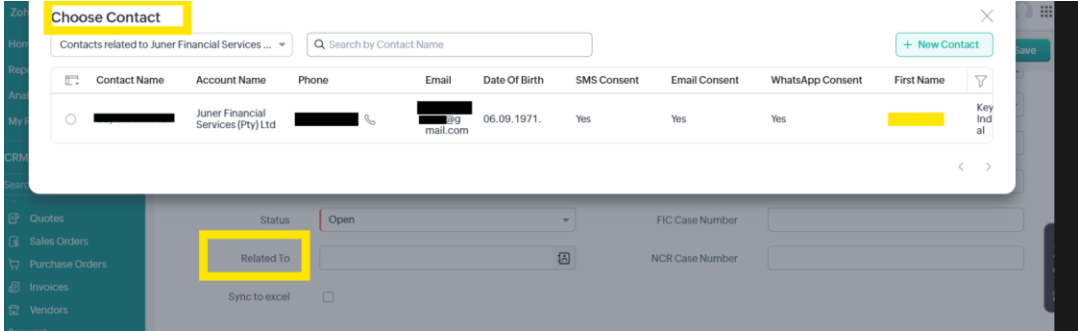
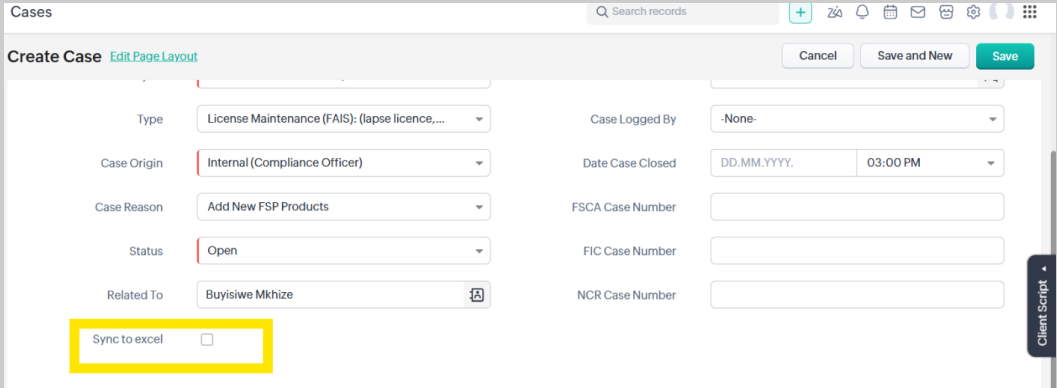
SOP: Creating and Closing a case in Zoho CRM

					
8	Select Case Origin (channel)	Employee creating the case	Zoho CRM – Case Origin dropdown	During creation	<p>Case Origin answers: “How did this case come about?” Choose the channel where it started (not where it continued). Approved origins include Email, WhatsApp, Internal (Compliance Officer), LMS, Phone, Regulator (FSCA/NCR/CIPC), Social Media, Support Ticket, Walk-in/In-person, Web.</p> 

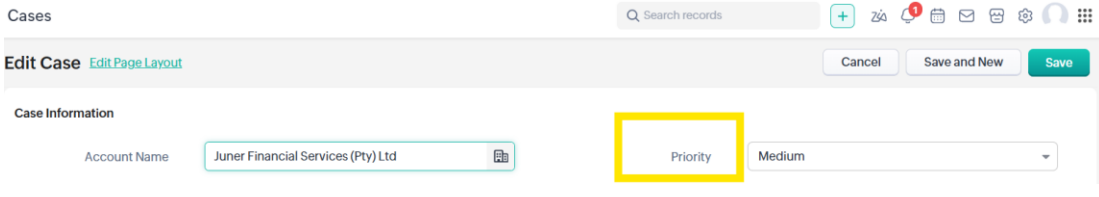
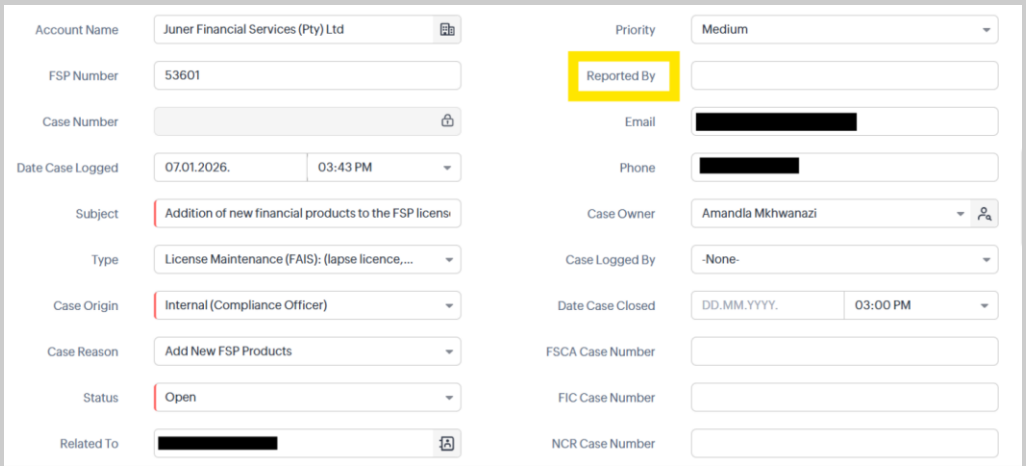
SOP: Creating and Closing a case in Zoho CRM

<p>9</p>	<p>Select Case Reason (must align with Case Type)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Case Reason dropdown</p>	<p>During creation</p>	<p>Case Reason is the specific work item and must match the selected Type. Example: Type = License Maintenance (FAIS) → Reason = Add New FSP Products. Use the approved Case Reasons list exactly (e.g., Phase II Onboarding, GOAML registration, Amend Contact Details, AFS Submission).</p> 
<p>10</p>	<p>Confirm / update Status correctly</p>	<p>Case owner (person responsible)</p>	<p>Zoho CRM – Status field</p>	<p>During case lifecycle</p>	<p>New cases default to Open. Update status as case progresses: Awaiting Client (waiting for docs/info), Escalated (to manager/compliance officer), On Hold (client requested pause), Closed (resolved/finalized). Do not leave cases "Open" when waiting on client.</p> 

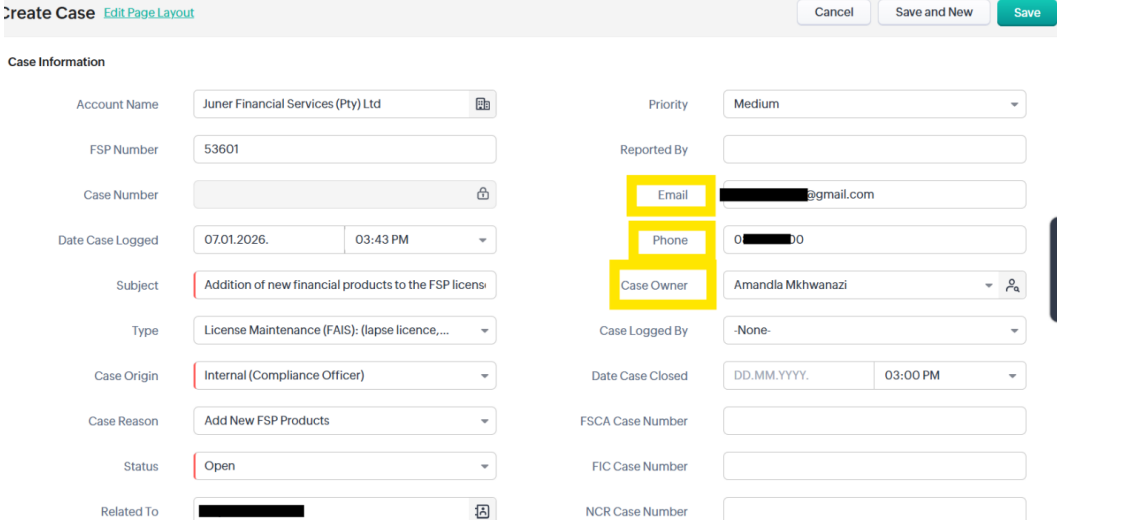
SOP: Creating and Closing a case in Zoho CRM

<p>11</p>	<p>Complete “Related To” (mandatory contact link)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Related To lookup</p>	<p>During creation</p>	<p>Mandatory. Never blank. Select the correct client Contact person (Director / Key Individual / Main Contact only). Click “Related to” lookup → choose contact from popup. If not found, create the contact, then link it.</p> 
<p>12</p>	<p>Tick “Sync to Excel” (Teamflect tracking)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Sync to Excel checkbox</p>	<p>During creation (before Save)</p>	<p>Tick Sync to Excel so case is captured for Teamflect performance. Teamflect updates case count + - 30 minutes after sync. If forgotten, open case → tick → save.</p> 
<p>13</p>	<p>Select Case Priority (High / Medium / Low)</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Priority dropdown</p>	<p>During creation</p>	<p>Priority is required for urgency + SLA management. High: regulator deadline / compliance risk / urgent service impact. Medium: standard regulatory work with normal timelines. Low: non-urgent admin/info requests. (We will align SLA targets to this priority, so cases do not stagnate, and closure rate stays healthy.)</p>

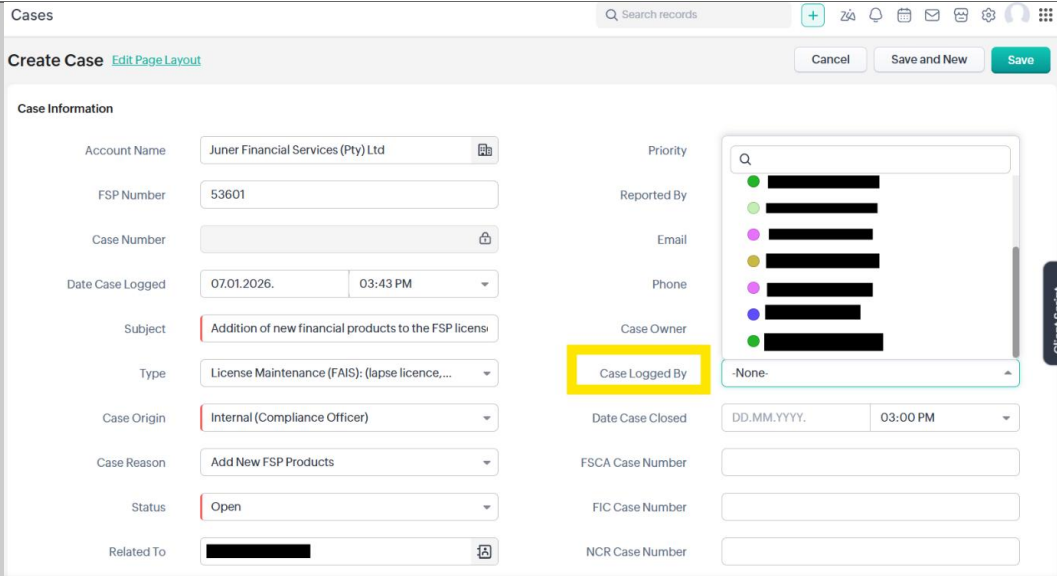
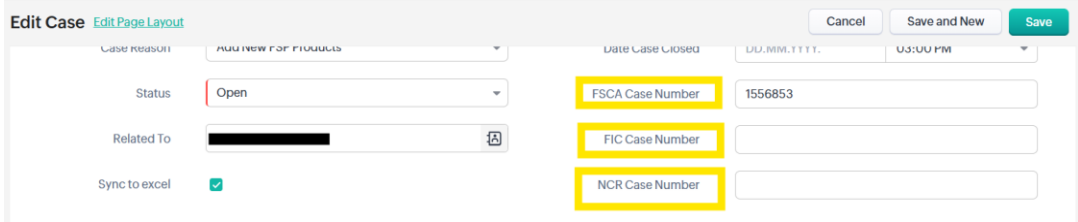
SOP: Creating and Closing a case in Zoho CRM

					
<p>14</p>	<p>Complete “Reported By”</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Reported By field</p>	<p>During creation</p>	<p>“Reported By” = who reported/requested the case (usually the same person selected in Related To). Copy the name and ensure correct spelling.</p> 
<p>15</p>	<p>Confirm Email + Phone auto-populate and Case Owner defaults</p>	<p>System (auto) + employee verifies</p>	<p>Zoho CRM – Case fields</p>	<p>During creation</p>	<p>No manual work required. Email + Phone must auto-populate from the contact selected in Step II. If incorrect, fix the Contact record, not the Case. Case Owner will auto-populate (defaults to Amandla Mkhwanazi).</p>

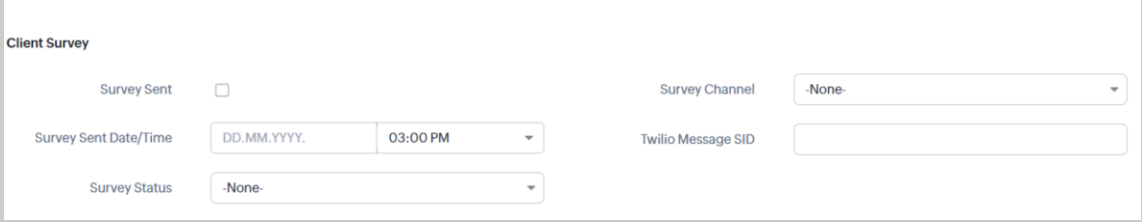
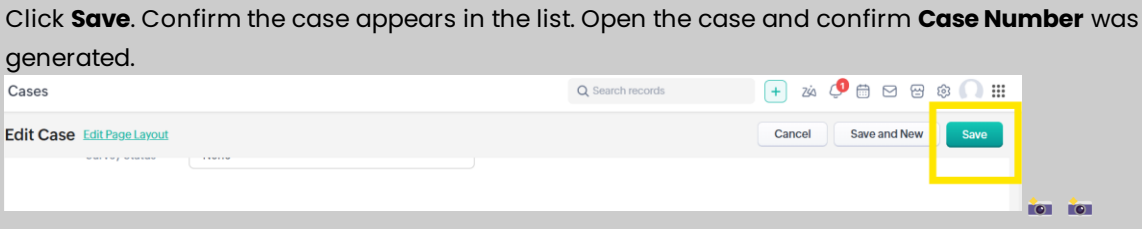
SOP: Creating and Closing a case in Zoho CRM

					
16	Complete "Case Logged By" (must be your own name)	Employee creating the case	Zoho CRM – Case Logged By dropdown	During creation	Select your own name . You may not log a case under someone else's name. This ensures accountability and Teamflect tracking is correct.

SOP: Creating and Closing a case in Zoho CRM

					
<p>17</p>	<p>Capture regulator reference number (FSCA / FIC / NCR) when applicable</p>	<p>Case owner</p>	<p>Zoho CRM – Regulator reference fields</p>	<p>As soon as issued (same day)</p>	<p>If case relates to a regulator submission: capture FSCA Case Number OR FIC reference OR NCR reference. This ensures any team member can track the matter if the owner is unavailable.</p> 
<p>18</p>	<p>Warning: Client Survey section – DO NOT COMPLETE</p>	<p>All staff</p>	<p>Zoho CRM – Client Survey section</p>	<p>Always</p>	<p>Employees are NOT required and may NOT complete this section. It is system controlled. When case is Closed, the system sends a client survey automatically. This section tracks whether the survey was generated/sent and which channel was used.</p>

SOP: Creating and Closing a case in Zoho CRM

					 <p>Client Survey</p> <p>Survey Sent <input type="checkbox"/></p> <p>Survey Channel <input type="text" value="-None-"/></p> <p>Survey Sent Date/Time <input type="text" value="DD.MM.YYYY."/> <input type="text" value="03:00 PM"/></p> <p>Twilio Message SID <input type="text"/></p> <p>Survey Status <input type="text" value="-None-"/></p>
<p>19</p>	<p>Complete Description + Internal Comments properly</p>	<p>Case owner</p>	<p>Zoho CRM – Description Information section</p>	<p>During creation and throughout case</p>	<p>Description: what client requested + expected outcome + key documents + deadlines + next step. Internal Comments: internal action log with dates/times (emails sent, submissions made, follow-ups, responses, evidence location). This supports audit and handover.</p> <p>Description Information</p> <p>Description <input type="text" value="Client requested addition of new financial products to FSP licence (FSP 53601). Purpose: expand licence categories. Proof of payment received. FSP 2 form and POP was sent to [redacted] from FSCA. Next step: Compile updated business plan."/></p> <p>Internal Comments <input type="text" value="15/12/2025: Sent email to [redacted] [redacted]@fscs.co.za providing him with proof of payment and also FSP 2 form. Documents saved in Zoho."/></p>
<p>20</p>	<p>Save the Case and confirm Case Number is generated</p>	<p>Employee creating the case</p>	<p>Zoho CRM – Save button</p>	<p>Immediately after Step 19</p>	<p>Click Save. Confirm the case appears in the list. Open the case and confirm Case Number was generated.</p>  <p>Cases <input type="text" value="Search records"/></p> <p>Edit Case Edit Page Layout <input type="button" value="Cancel"/> <input type="button" value="Save and New"/> <input type="button" value="Save"/></p>

SOP: Creating and Closing a case in Zoho CRM

Accounts

Juner Financial Services (Pty) Ltd

Send Email Edit Send SMS - SMSPortal

Overview Timeline Last Update : 01:39 PM

No records found

Cases

Subject	Case Reason	Email	Status	Priority	Type
Addition of new financial products to the FSP license...	Add New FSP Products	buyijunerose@gmail...	Open	Medium	License Maintenance (FAIS): (lapse licen
GOAML Registration	GOAML registration	buyijunerose@gmail...	Closed	High	FICA Submission

Cases

Addition of new financial products to the FSP license - Medium

Send Email Edit

Overview Timeline Last Update : a while ago

Case Information

Account Name	Juner Financial Services (Pty)...	Priority	Medium
FSP Number	53,601	Reported By	-
Case Number	707037700002071202	Email	[Redacted]
Date Case Logged	07.01.2026. 03:43 PM	Phone	[Redacted]
Subject	Addition of new financial products to the FSP license	Case Owner	Amandla Mkhwanazi
Type	License Maintenance (FAIS): ...	Case Logged By	[Redacted]
Case Origin	Internal (Compliance Officer)	Date Case Closed	-
Case Reason	Add New FSP Products	FSCA Case Number	1556853
Status	Open	FIC Case Number	-
Related To	[Redacted]	NCR Case Number	-
No. of comments	0		

Closing a case in Zoho

21	Close the Case correctly (Edit → Date Case Closed + time → Solution →	Case owner	Zoho CRM – Edit Case	Immediately when work is finalized	Open the case → click Edit . Set Date Case Closed (date + time to the minute , using system time) because it drives SLA. Update Status = Closed . Complete Solution (resolution note): what action was taken, what was submitted/prepared, confirmation of completion, final outcome, and any closing audit notes. Then Save .
----	---	------------	----------------------	------------------------------------	--

SOP: Creating and Closing a case in Zoho CRM

Status Closed
→ Save)

Cases Q Search records + z6 🔔 📅 ✉ 🔗 ⚙ 👤 ☰

← Addition of new financial products to the FSP license - Medium Send Email **Edit** ⋮

📌 Add Tags

Related List

- Notes
- Connected Records
- Attachments
- Open Activities
- Closed Activities
- Emails
- Zoho Desk 1
- Zoho Survey
- [Add Related List](#)

Links

No Links Found
[Add Link](#)

Overview | Timeline Last Update: 04:57 PM

Status	Open
Case Origin	Internal (Compliance Officer)
Case Owner	Amanda Mkhwanazi
Description	Client requested addition of new financial products to FSP licence (FSP 53601). Purpose: expand licence categories. Proof of payment received. FSP 2 form and POP was sent to Sydney Low from FSCA. Next step: Compile updated business plan.

Contacts

- Ms Buyisiwe Mkhize
- Juner Financial Services (Pty) Ltd
- [Redacted]
- [Redacted]
- [Redacted]

Cases Q Search records + z6 🔔 📅 ✉ 🔗 ⚙ 👤 ☰

Edit Case [Edit Page Layout](#) Cancel Save and New Save

FSP Number	53601	Reported By	[Redacted]
Date Case Logged	07.01.2026. 03:43 PM	Email	[Redacted]
Subject	Addition of new financial products to the FSP licens	Phone	[Redacted]
Type	License Maintenance (FAIS): (lapse licence,...	Case Owner	Amanda Mkhwanazi
Case Origin	Internal (Compliance Officer)	Case Logged By	[Redacted]
Case Reason	Add New FSP Products	Date Case Closed	07.01.2026. 03:45 PM
Status	Open	FSCA Case Number	1556853
Related To	[Redacted]	FIC Case Number	
Sync to excel	<input checked="" type="checkbox"/>	NCR Case Number	

SOP: Creating and Closing a case in Zoho CRM

Cases Search records + Z4 🔔 📅 ✉ 🗑 ⚙

Edit Case [Edit Page Layout](#) Cancel Save and New S

Description Client requested addition of new financial products to FSP licence (FSP 53601). Purpose: expand licence categories. Proof of payment received. FSP 2 form and POP was sent to [REDACTED] from FSCA. Next step: Compile updated business plan.

Internal Comments 15/12/2025: Sent email to [REDACTED]@fscs.co.za providing him with proof of payment and also FSP 2 form. Documents saved in Zoho.

Solution Information

Solution FSCA has completed the process. Additional financial products have been added to license. New case to be opened for courier of license once printed.

Add Comment

Comment Information

Comments