



Study on Difficulties Faced HR Department in Employee Retention and Recruitment in Info Dialer, Coimbatore.

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ABSTRACT

Effective employee retention and recruitment strategies are crucial for organizations to attract and retain top talent in today's competitive job market. This abstract explores the importance of employee retention and recruitment, highlighting the challenges faced by businesses and the strategies they employ to build and maintain a talented workforce.

The abstract begins by discussing the significance of employee retention in fostering organizational stability and growth. It highlights the costs associated with high employee turnover and the detrimental impact on productivity, knowledge retention, and company culture. The abstract further emphasizes the need for organizations to adopt proactive measures to retain their valuable employees.

Next, the abstract delves into the recruitment aspect, acknowledging the evolving landscape of talent acquisition in the digital age. It highlights the changing preferences of job seekers, who now seek organizations that align with their values, offer growth opportunities, and provide a positive work-life balance. The abstract also addresses the impact of employer branding and online platforms in attracting qualified candidates.

Furthermore, the abstract explores various effective retention strategies, such as competitive compensation and benefits packages, employee development programs, flexible work arrangements, and a supportive work environment. It emphasizes the importance of fostering a culture of employee engagement and recognition, promoting a sense of belonging and loyalty among employees. In terms of recruitment strategies, the abstract discusses the role of targeted sourcing, utilizing social media platforms, and implementing comprehensive screening processes to identify the most suitable candidates. It highlights the significance of creating a positive candidate experience throughout the recruitment process, showcasing an organization's commitment to valuing its employees.

Lastly, the abstract concludes by emphasizing the symbiotic relationship between employee retention and recruitment. It highlights the need for organizations to develop holistic strategies that align with their business objectives and create a positive employer brand to attract and retain talented individuals.

Keywords: Recruitment, retention and strategies.

1. INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

Retention of employees

In today's highly competitive business landscape, organizations face numerous challenges in attracting and retaining talented employees. Employee retention has become a critical concern for companies across industries as they recognize the significant impact it can have on their overall success and sustainability. A high employee turnover rate not only leads to increased recruitment and training costs but also affects productivity, morale, and ultimately, the company's bottom line.

To address this issue, organizations must prioritize employee retention strategies that go beyond simply offering competitive salaries. Instead, they must create an environment that fosters employee engagement, satisfaction, and professional growth. This introduction will explore the importance of employee retention, the benefits it brings to organizations, and some effective strategies that can be implemented to improve retention rates.

By focusing on retaining talented employees, companies can not only maintain a skilled workforce but also enhance their employer brand, reputation, and market competitiveness. Employee retention should be seen as an investment in the organization's future, where efforts made today can yield substantial long-term benefits. Let's delve deeper into this crucial topic and discover the key elements that contribute to successful employee retention.

Some key benefits of focusing on employee retention:

- **Cost savings:** High employee turnover can be expensive for organizations. The cost of recruiting, hiring, and training new employees adds up quickly. By retaining employees, companies can avoid these costs and allocate resources more effectively. Additionally, experienced employees are generally more productive, requiring less time to reach peak performance and contributing to overall cost savings.
- **Institutional knowledge and expertise:** Long-term employees possess valuable institutional knowledge and expertise that is difficult to replace. They have a deep understanding of the organization's processes, culture, and history, making them invaluable resources for mentoring and training new hires. Retaining employees helps preserve this knowledge and ensures its continuity within the organization.
- **Increased productivity and efficiency:** When employees stay with a company for an extended period, they become more familiar with their roles, responsibilities, and the organization's systems. They develop better efficiency in their work processes, leading to increased productivity. Retained employees require less supervision, allowing managers to focus on strategic initiatives rather than constant training and onboarding.
- **Enhanced customer satisfaction:** Employees who have been with a company for a while develop a strong understanding of its products, services, and customer base. They build relationships with clients and provide better customer service. When customers interact with familiar and knowledgeable employees, it leads to increased satisfaction, loyalty, and repeat business.
- **Stronger teamwork and collaboration:** Retained employees contribute to a more stable and cohesive work environment. They develop stronger working relationships with their colleagues, leading to improved teamwork and collaboration. By fostering a sense of continuity and trust, organizations can create a positive work culture that promotes effective collaboration and shared goals.
- **Positive employer brand and reputation:** Companies known for their high employee retention rates tend to attract top talent. When prospective employees see that an organization values and retains its workforce, they perceive it as a desirable place to work. A positive employer brand and reputation can result in a larger pool of qualified candidates for job openings, making the recruitment process more efficient and successful.
- **Employee loyalty and engagement:** Retained employees often exhibit higher levels of loyalty and engagement. They feel invested in the company's success and are more likely to go above and beyond their job responsibilities. Engaged employees are more productive, innovative, and committed to achieving the organization's goals.

In summary, retaining employees provides numerous benefits such as cost savings, preserving institutional knowledge, increased productivity, enhanced customer satisfaction, stronger teamwork, positive employer brand, and higher employee loyalty and engagement. By recognizing and prioritizing these benefits, organizations can create a workplace environment that fosters long-term employee retention and sets the stage for sustained success.

RECRUITMENT

Recruitment is a vital process in any organization's growth and success. It involves attracting, selecting, and hiring qualified individuals who possess the skills, knowledge, and experience necessary to contribute to the organization's goals and objectives. Effective recruitment strategies are crucial for building a talented and diverse workforce that can drive innovation, productivity, and competitiveness.

In today's dynamic and evolving job market, organizations face numerous challenges in recruiting top talent. The competition for skilled candidates is fierce, and attracting the right candidates requires a comprehensive and strategic approach. This introduction will explore the importance of recruitment, the benefits it brings to organizations, and some key considerations and strategies for successful employee recruitment.

By understanding the significance of recruitment and adopting effective practices, organizations can identify and hire the best-fit candidates who align with their values, culture, and long-term objectives. A successful recruitment process sets the foundation for a strong workforce and lays the groundwork for achieving organizational success. Let's delve deeper into this critical topic and explore the key elements that contribute to successful employee recruitment.

2. FINDINGS, SUGGESTION AND CONCLUSION

2.1 FINDINGS

2.1.1 Percentage Analysis

- The majority 90% of the respondents are in the age group of 25-35 years.
- The majority 64.5% of the respondents are male.
- The majority 50.9% of the respondents earn between 10000-20000.
- The majority 34.5% of the respondents neutral with the salary given to them.
- The majority 36.4% of the respondents are satisfied with working hour policy.
- The majority 39.1% are satisfied with the breaks given during work hours.

- The majority 40% are satisfied with communication in their company.
- The majority 33.6% of the respondents are adequately informed.
- The majority 47.3% of the respondents are neutral to that employees are capable of performing with their tasks.
- The majority 45.5% of the respondents are agree that their performance is better.
- The majority 40.9% of the respondents are agreed that HR department and employees are responsiveness to each other.
- The majority 33.6% of the respondents agreed that HR department understood the needs of the employees.
- The majority 39.1% of the respondents agreed with the training given by the company.
- The majority 38.2% of the respondents are agree that they have good career growth in their organization.
- The majority 41.8% of the respondents agree that their company recognize and reward employees.
- The majority 40% of the respondents are agree that their HR department supports employees when they are in struggles.
- The majority 49.1% of the respondents are agree that their organization is well in managing the recruitment processes.
- The majority 45.5% of the respondents are agree that their organization is good at recruiting the talents.
- The major 39.1% of the respondents are agreed that the employees meet the expectations of the management in performance appraisal.
- The majority 37.3% of the respondents agree that the HR department assign right persons for right job role.
- The majority 38.2% of the respondents are agreed that their company need to improve the recruitment techniques.
- The majority 40.9% of the respondents agreed with that their company capable of fast hiring.
- The majority 37.5% of the respondents are agreed with the balanced work life.

2.1.2 Findings of chi – square

- From the above table, the calculated Pearson Chi-Square significance value is .000, that significance value is Below than the 0.05 (5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between Age and Salary given.
- From the above table, the calculated Pearson Chi-Square significance value is .000, that significance value is Below than the 0.05 (5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between age and current working hour policy.
- From the above table, the calculated Pearson Chi-Square significance value is .002, that significance value is Below than the 0.05(5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between age and impression of communications within the organization employees.

2.1.3 Findings of ANOVA

- From the above table, the calculated significance value is .000, that significance value is Below than the 0.05(5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between gender and company always recognize and reward employees.
- From the above table, the calculated significance value is .000, that significance value is Below than the 0.05(5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between gender and organization is good at recruiting talents.

2.2 SUGGESTIONS

- The management should provide compensation and more benefits for employees to retain them.
- The HR department wants to upgrade their skills and adopt new techniques for the recruitment of candidates.
- The company's HR policy could be updated after consulting the employees about their expectations from the company.
- The management wants to encourage HR department to hire candidates by online which reduces the cost of amount spending for recruitment.
- The HR department should change the method of recruitment they are following.

2.3 CONCLUSION

The present study is an earnest attempt to determine difficulties faced by HR department on employee's retention and recruitment in Info Dailer Pvt. Ltd. It is indeed necessary for any organization to understand the need of their employees and fulfil them before they leave the organization and it is mainly in the hands of HR department. If nothing is done by the organization then there are chances to lose talented employees from any organisation to competitors. Hence it is necessary for any organization to ensure employees satisfaction and retention.

From the study it was identified that the most of the HRD employees are satisfied with the job. Majority of the HRD employees are satisfied with the salary structure, working condition, retention of employees and recruited candidates of their organization. Hence, it is essential for the organization and the HR department to maintain the goodwill that is earned by them from the employees.