

# Example of essay on adz bank recruitment action plan

[Business](#), [Customers](#)



## **Introduction**

Human resource capital is an important input to ensure smooth running of an organization. As an organization grows, there is a need to expand the size of human resource capital to effectively handle customers (Thomas & Presland 1993). The decision by ADZ bank to enter into Hong Kong and Taiwan markets that require at least fifty new customer service executives requires a robust recruitment action plan to be designed. The recruitment plan is a strategy to hire suitable applicants for the bank's AZ customer service center. This plan is in line with ADZ bank's intentions to recruit at least one hundred customer service employees every year for the next three years. It is part of the bank's strategic plan to establish its presence in the larger Asian region.

## **Recruitment and retention policy**

Goals and objectives

- Suggest institutional reforms to enable the institution tap the skills and talents of contact center employees as well as empowering them.

## **Advertising and Marketing strategies**

Marketing and advertising are inevitable for an institution that intends to attract employees of high caliber. Advertising is an excellent tool for creating awareness among potential applicants (New York 1900). ADZ bank will take advantage of advertising media including local and regional radio stations and television to advertise for customer service vacancies. Given their increasing popularity, online avenues will be widely used to attract more

applicants. Recruitment will be designed for the post of customer care position and posted in the ADZ bank website in the careers and opportunities section. To make the application process easier for applicants, the website will be enhanced to allow applicants fill online application form, attach academic certificates and other credentials electronically. Physical address for posting hard copy applications will be provided for applicants who opt for hand delivery.

Marketing of customer service job will revolve around the brand name of ADZ bank and products as well as measures put in place to boost the morale of its employees and motivate them to work hard. These include competitive compensation package and fringe benefits that employees in the service center are entitled to. Other benefits of joining the institution include flexibility and job security that comes with customer service job. ADZ will give a stipend of \$5000 to cover moving expenditure for employees who will move out of their state to work in another state as a customer service staff.

## **Evaluation of compensation**

Evaluation of compensation package and employment related benefits enhance competitiveness of the package in the face of potential applicants (Yukon 2011). Human resource department will put in place legislative measures to provide for a 5% increment of salaries of contact center executives on yearly basis. Contact center executives will be provided with health insurance cover and a retirement package depending on employee's contribution to the retirement scheme. Overtime pay package will be made available for employees who exceed the required eight hours a day since it is

the policy of the institution for contact center to operate for 24 hours. ADZ bank's plan to recruit one hundred customer care executives every year for the next three years is an initiative to enhance effectiveness and efficiency at contact centers.

### **Growth and development of contact center executives**

Personal growth and development are important aspects in enhancing the performance of employees. ADZ bank will promote career development and open opportunities for customer care executives both internally and externally. This will be made possible through promotions of executives who exceed performance expectation of the institution. ADZ bank will have in place education and training program to provide customer service executives with skills and knowledge to enhance their leadership and governance abilities. Conferences and seminars organized and facilitated by ADZ bank will be provided for contact center executives on a regular basis on contemporary issues and developments in customer service sector. ADZ bank will encourage participation of contact center executives in leadership and governance activities by partnering with institutions of higher education offering leadership and governance programs.

### **Job flexibility, performance measurement and assessment**

Flexibility at the workplace has effects of increasing productivity of employees in the long-run (New York 1900). ADZ bank will enhance flexibility of contact center executives by allowing them some time off, providing for job delegation and job sharing. Paid vacations up to a maximum of six weeks a year will be provided for to give the executives' time to refresh and gain

momentum to carry on their duties. ADZ bank will provide contact center executives with facilities such as think tank to foster creativity and innovation. Physical fitness is an important aspect of overall health of employees. Physically exercise improves mood and reduces significantly stress. In line with this basic necessity, ADZ bank will provide fitness clubs for its employees. Performance measurement is critical human resource management aspect to reward employees who perform beyond the expectations of an organization. ADZ bank will conduct performance measurements through human resource department with the aim of analyzing yearly performance and make necessary recommendations. Performance assessment helps in tracking trends such as level of growth and development as well as determining the needs of employees based on their performance. ADZ bank will ensure that performance assessment and surveys done at the end of the year help in making recommendations in relation to training and development, promotions or job transfer for the executives.

## **Ongoing Activities**

Once applicants have sent their applications, human resource department will shortlist applicants who qualify for interviews. Series of interviews will be organized to select the best candidates from those shortlisted. ADZ bank will then secure legal contracts for executives before they are placed in their workplace destinations. Training and induction will be done to familiarize the executives with the systems and other employees before they are allowed to take up their new duties and responsibilities. Human resource department

will meet regularly to review the action plan and develop further strategies to strengthen the plan. Human resource manager will attend board meetings to report the progress and facilitate the implementation of recruitment and retention action plan. The summary of quarterly activities is as indicated below

### **Human resource department will:**

- Determine ADZ bank employment needs
- Updating recruitment advertisements and materials
- Establish the finances allocated for recruitment and retention action plan from the finance officer.
- Identify and explore recruitment meetings, conferences and seminars opportunities
- Design a schedule for the series of activities for that year
- Hire executives in accordance with the institution's employment needs.

### **May-August**

- Assist the newly recruited executives by facilitating their transition
- Assess the progress and implementation of recruitment action plan for half-year
- Partner with institutions of higher learning to facilitate training and development of employees

### **September –December**

- Conduct a survey to measure performance of employees
- Reward employees who perform exceedingly well through promotions and

job transfers

- Report the yearly progress and implementation of recruitment action plan to ADZ top management.

Graphical representation of Recruitment process

## **References**

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