

Human resource

[Business](#), [Management](#)



Human Resource Part The yield ratio when it comes to 6-months survival in case of job boards, newspapers, and walk in are quite low. As a matter of fact if job board is concerned it contributes to the highest number of applicants. However, no. of people joining through the job board source happens to be the lowest. Another cause of concern for job board source is that out of 300 applicants only 20 are being short listed. That must be a real pain stacking and time consuming process. This really needs to be taken care of. Here, it should be mentioned that bit more information about the whole recruitment and selection process could have been real helpful.

Part - 2

It is pretty obvious from the case itself that the company is facing problems in retaining the customer service representatives. According to the representatives some of the causes for high rate of attrition have been working on weekends, very little contact with the other departments, hesitance for cold calling, lack of remuneration for success, etc. Therefore in order to solve the problem of employee retention these problems need to be taken care of. Here are a few recommendations that may provide a way out. One of the major causes of retention has been working on weekends. Customers can need help or support at any point of time in the day, hence the customer care representatives need to be there for help even on weekends. However, for each of the customer care reps they may not have to work on each of the weekends. For example a customer service rep may work on two weekends in the month and may get rest on the other two. The reps should be given some extra remuneration for working on the weekends. Another root cause for attrition has been the lack of fact between the reps.

and other members. Hence from time to time job rotation policy can be used. This can reduce the boredom as well as give the reps an opportunity to understand the way the other departments function. It can come in real handy while handling the customer queries. Another problem has been lack of recognition for the reps. hence there could be a token of appreciation for the best customer service rep. of the month. Also they reps should be provided some extra incentives for each sale they make. This can also minimize the problem of hesitance in cold calling. But that is not all it has been mentioned by the reps that most of time problems faced is something beyond the control, such as billing issues or late delivery. Hence the organization should make sure that the end product is being delivered to the customers in time, keeping the quality factor in mind. If the number of calls received by the customer service reps decrease, then it really is a great sign for the organization (Mondal, p. 35).

Part - 3

The above data is a fair reflection of the problem faced by the company. However it would have been really interesting if the whole selection procedure of the customer service would have mentioned. It would have given a fair indication of the whole recruitment and selection process. Add to that the human resource demand and supply forecasting procedure of the company would have been real handy to provide insight solution to the problem.

Part - 4

During the exit interview the reps provided key factors influencing the high attrition rate. Some of the info seemed really helpful, where as some seemed

not so relevant. Hence, a percentage value or weighted value of each of the factors may help the organization to pin point the pain points. For example: 78% person of the people said working on weekends is a real problem.

References

Mondal, S. Human Resource Management. India: Matrix Educare, 2009.