

Telecom company bharti airtel global brands marketing essay

[Environment](#), [Air](#)



Introduction

Telecom Company Bharti Airtel is the leader company of Bharti Enterprises. The Bharti Group has a wide business portfolio and has developed global brands in the telecommunication industry.

Airtel is the first private telecom service provider in India and Airtel Brand comes from the Airtel Bharti enterprise, have its branches in 23 cities of India. Bharti Airtel since its establishment has been at the prominence of technology and has steered the course of the telecom sector in the country with its excellent world class services and products.

The Bharti Airtel business structured into 3 individual strategic business units (SBU's) -

Mobile Services

Airtel Telemedia Services &

Enterprise Services.

The mobile business gives fixed wireless facilities using GSM technology and mobile services beyond 23 telecom circles, the Airtel Telemedia Services business provides telephone and broadband services in 94 cities. The Enterprise services offer to corporate customers end-to-end telecom solutions and international and national long distance services to carriers. All these services are offered to the customers under the brand Airtel.

Our Brand

Airtel was form costless, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with creativity, power and a team driven “ to seize the day” with a passion to become the best globally admired telecom service. Airtel, just after 10 years, has risen to the crest of achievement.

Today they connect people’s lives with their Telemedia services, mobile services, to communicating India’s best 1000+corporates. They also touch Indians with their call home services, living in USA.

Mission and Vision statements:-

Mission:-

Customer service focus

Innovative services

Empowered employees

Cost efficiency

Vision:-

To be globally admired for telecom services that delight customers.

Organizational Structure of AIRTEL

Introduction to the hr strategies of airtel:-

Bharti Airtel limited (mainly popular as Airtel) is the leader company of The Bharti Enterprises. A telecom vast, it is the flagship and the pioneer brand name in the private telecom service providers in India with its services spread in 94 cities. It is organized and divided in Airtel telemedia services, mobile services and enterprise services (carrier & corporate) services business divisions.

Airtel knows the importance of its human resources and its HR policies are pointed at aiming and retaining best quality in the industry. With the concentration on the same, Bharti also go for campus recruitment to recruit some younger students for the company.

The key functions of the HR Committee of Airtel include the followings:

Attraction and confinement strategies for workers.

Employee's growth Strategies.

Allowance (including salary adjustments and salaries, stock options, incentives/benefits bonuses) and for the Chairman and Managing Director (CMD) and Joint Managing Directors (JMDs) Executive Directors they set targets.

All Human Resources included affairs.

Other basic issues of clause 49 listing agreement that may be referred by board and necessary in view of any statutory provisions also.

Measurement is actually a main driver of business within Bharti Airtel. A philosophy of stable monitoring has been created. `Measurement Boards' for each department are clearly displayed where the performance signs of the same are showed graphically; Airtel's HR growth was powered by a well explained recognition and reward system. This was supported by great training programme. " Unlike many of other organizations, they let their workers decide their training requirements. And if the employee does not aware what his training requirements are, then they don't require him,".

To motivate learning within the company, the company has established a state-of-the-art centre for learning. Here, workers can get signed in to modified training programmes established by British Telecom (BT). Though the matter is channelled through the Internet, they are not attainable to anybody outside the company as the approach is protected. Airtel also searches to certify each worker on quality and information technology. "

The Human Resource department also creates cross-functional groups in times of service or product launches. " Such teams usually constitute great performers from every department, who together make it happen,"

To next Human Resource interface, each member of the Human Recourse department has been authorized two departments every department to sort out and discuss all HR, administration and personnel issues. " The idea is to offer workers with a single window to the branch,"

RECRUITMENT & SELECTION PROCESS

RECRUITMENT is- Appointing the RIGHT PERSON in RIGHT POSITION at RIGHT TIME.

Job positions or vacancies are available in two situations:-

If any worker leaves and a vacancy formed

For business growth requirement.

The recruitment process is the key method; however there are some alterations in different departments, for e. g. Customer Care department and IT dept cannot have same type of recruitment procedure as the capabilities & skills needed are different for different type department. However the main recruitment process is as following:

Step 1 Prepare organisational chart

Make the organizational chart with the help of specific departments on the basis of & projection of growth industry norms.

Accommodate with all different departments for their workforce requirements.

Step 2 Prepare job profile

Prepare the job profile and person qualification or requirement as per department demand.

Step 3 Company Advertisement and promotion

After that they make the company profile for promoting the company to attract potential jobseekers & for the consultants etc also.

Step 4 Internal and external recruitment procedure

Then they follow internal or external procedure of Recruitment.

Mostly used External Methods:-

They Co-ordinate with recruitment companies & HR consultants e. g. ABC Consultancy, HEED Consultancy etc

Advertisements for available job vacancies in print e. g. Hindustan Times, Times Ascent and many other business newspapers and magazines etc

Web - in their own Airtel website and other portals like monster. com, naukri. com etc

They also go in high ranking institutes for Campus Recruitments.

Mainly used Internal Methods for recruitment (IJR i. e. Internal Job Requirement)

Employees Reference.

Promotions & Transfer.

Step 5 Application scrutiny

After that the next step they follow is Application Scrutiny & the Preliminary Screening.

Step 6 Conduct Preliminary interviews

Then they Shortlist candidates for the preliminary interview -video conferencing, telephonic, personal interview etc.

Step 7 Organize further interview rounds

After the preliminary interview they organize next rounds of interview with the head of department etc depending upon the job position.

Step 8 introduce candidates with company profile and strengths

Enlighten the company profile to prospective candidates; impress them about the strengths of organisation & about their career path & remunerations and compensations.

Step 9 Provide offer letter to selected candidates

When a candidate clear the entire interview rounds successfully, they Provide the offer letter to that selected candidates & support them in joining procedure within the organization.

Step 10 Induction, training and joined employee's feedback

Induction session, chased by training as needed.

Airtel organisation then Take feedback from the department monthly/quarterly about the candidates who have joined the position.

They organizing the market survey of job opportunities, salaries etc.

Training and Development Policies

Each organisation should provide training to their employees, with in accurate resources, employee training important to assist the company in gaining its mission and to achieve its goals.

Training and development procedure of Airtel Bharti:-

Airtel designate a person to boost or assist in its training programs and to start its training and development programs and to act as touch with PDS for the adjustment of training services.

Airtel Bharti create a biennial training strategy to include

A training requires assessment

Funding required to start the plan

An action strategy displaying objectives, goal and procedures by which the strategy can be achieved.

Airtel send a copy of the training strategy they adapt to PDS to be used for apportion of training resources and information.

Provides on job or work related training:-

Airtel provide, on the job training or other work related training that make workers or employees to the recent jobs includes: the training or instructions that are law mandated, new employee adjustment and instructions important to coordinate technological changes.

Individual employee development plan:-

Airtel Bharti develops individual employee development strategies as a member of the employee work profile. The strategy must involve with learning steps, personal learning goals and the resource requires.

Programs aimed at increasing employee's skills:-

Airtel motivate and assist workers to attend the conventions, workshops, conferences and seminars that are pointed at raising their work skills and their abilities by:

Suggesting employees of training opportunities represented by other companies, non- state and the state entities.

Creating a method for approving training requests of employees to make sure that

The training they going to provide is related wit work

The company will gain benefits from these training programs or employee training.

Adjusting Employees time according to the company requirements, for affordable amount of time away from work with training pay. The time that an employee adjusts in the training program in normal work hours not considered as his or her leave.

Training records and maintenance:-

Airtel is responsible for employees training document completion and also for maintaining records of training for at least 3 years.

Training records include

Dates of training and identification of course

Course registration cost, material and instructional fees.

Participant's work title, role title and pay band.

Participant's gender, age etc.

They provide following services and programs to their employees:-

One and two days open enrolment workshops: - these workshops are conducted for HR managers, supervisors and managers, general employees and training professionals. In these courses they cover the topics and skills that are highly required.

They offer certificate programs like certificated Public managers program, HR certification program etc.

PERFORMANCE MANAGEMENT SYSTEM IN AIRTEL BHARTI

PMS @ airtel

At Airtel the Human Resource team evaluate the person's performance linked to Airtel's Organizational goals by providing employees an assessment, feedback, rewarding them, on the basis their accomplishments against set required competencies, performance goals and working out a strategy for their growth.

The procedure which Airtel follows for Appraisal is 180-degree. Performance Management System at Airtel involves growing job descriptions, hiring accurate, capable people with an appropriate selection process and giving the effective education, orientation and Training. Feedback and coaching is

offered which is followed by recognition, compensation and reward for employee's contributions.

Career development and promotional chances for staff are provided.

Leadership and other capabilities of individuals are improved and assessed by many training programmes and various workshops. Growth gaps are determined during performance Management System and Self Development programs and plans.

Though the PMS applied in Bharti Airtel is operative or persuasive, few things like Counselling of the workers, psychological problem identification and attitude training should be included in order to make their Performance management System more effective.

Steps involved in Performance appraisal:-

Methods of Appraisal adapted by Airtel Bharti:-

180 degree appraisal:-

In 180 degree appraisal Boss and subordinates are the participants.

By using this 180 degree method of performance appraisal Airtel provides an opportunity to employees to learn that how different fellow workers perceive them, leading to raised self-awareness. The mixture of views can approximate to a ' perfect' view; because it includes multiple individuals it is better than one on one feedback procedure or process.

It promote self-growth i. e. self-development.

With the help of this method Airtel raise the level of understanding of the behaviours needed to modify organisational and personal effectiveness.

Airtel creates a more open culture in the organisation where giving and receiving feedback is an accepted norm.

It grows communication within the company.

Performance ranking method:-

Other employee's performance appraisal method used by airtel is

Performance ranking method. With the help of this method Airtel evaluate the performance of its employees from best to worst. In this method manger compare an employee of the company with other employee and not on standard measurements.

Rating Scale of the ranking is like

5 points for MUCH BETTER

4 points for SLIGHTLY BETTER

3 points for EQUAL

2 points for SLIGHTLY WORST

1 point for MUCH WORST

The process of ranking is

Evaluate the performance of 2 individuals

Continue with 2 more employees

Then give total points to every individual.

Management by Objectives (MBO) method:-

Airtel by using this method set different objectives for the employees, then timely analyse or evaluate the performance of employees and according to the results give reward to the deserving employees.

Classification of the objectives

Functional objectives

Corporate objectives

Individual objective

Conditions:- Conditions that should be satisfied are

Achievable

Specific

Measurable

Time specific

Relevant

This method is based on the perception that an employee knows about his or her strengths, weaknesses, capabilities and aims more than anyone else.

Thus this method supports the individuals to know about his/his capabilities more accurately.

Forced ranking method:-

Forced ranking is a procedure of performance appraisal to scale or rank workers but in forced distribution order.

For example,

The distribution requested with

10 or 20 % in the top category,

70 or 80 % in the middle, and

10 % at the bottom.

The employees at the top rank are named as “ high-potential” employees and are mostly targeted for leadership development programs and for a more rapid career. And those who ranked at the bottom are denied pay increases and bonuses. They give them a time i. e. probationary period to improve their performance.

The behavioural anchored ranking scale:-

This method used to describe a performance rating that focused on specific behaviours or sets as indicators of effective or ineffective performance.

It is a combination of the rating scale and critical incident techniques of employee performance evaluation.

Classification of behaviourally anchored rating scales:

Behavioural observation scales

Behavioural expectations scales

Numerically anchored rating scales

Rating scales

Each of behaviour can rate at one of 7 scales as follows

Extremely poor (1 points)

Poor (2 points)

Below average (3 points)

Average (4 points)

Above average (5 points)

Good (6 points)

Extremely good (7 points)

e- Appraisal

E-Powering:-

They cast culture and leadership awards.

Find out the dozen behaviours.

Each month they take 1behaviour and ask every employee to select one fellow employee who shows that behaviour best, also to mention the selection reason.

Declare vertical and region wise winners.

Role play

e NABLING:-

Develops space and time to think.

Provide assess, quality of contribution, knowledge assets.

Give promotions, rewards, gifts, incentives etc.

e NGAGING:-

Experiences of employees.

Positioned functional head as “ knowledge champion” and develop experts or community instrumentals to modify knowledge management at Bharti Airtel.

Implement tea sessions, informal meetings of middle level employees with line managers, floor walks etc.

Drive modifications much faster.

e NERGEZING:-

Employee involvement in decision making.

Use technology- active blogs, webinars, and live chats.

Assess behaviour- awareness, initiatives etc

Employee benefits and compensations

Employee benefits set by any company for their employees are mainly life insurance, health life insurance, retirement plans, employee stock ownership plan, vacations etc. Benefits are highly expensive for any business to give to workers, so the plans and strategies regarding benefits changing quickly to include e. g. flexible benefit plans.

Compensations involve with salary programs or wages e. g. merit based programs, performance based, salary ranges for job description, commission based programs etc.

Work benefits provided by airtel:-

Airtel Bharti believes in rewarding the deserving employees wherever and whenever needed. They offer capable employees performance bonuses, short term and long term benefits, guaranteed cash as well as stock options.

A fine composite of aforementioned advantages as well as excellent development opportunities in career development makes life interesting and exciting at airtel and encouraging also. By mixing on the job learning, monitoring programs, key project involvements and exposure beyond many businesses, airtel provide its all employees, guaranteed satisfaction with their job concluding in a total employee proposition.

Compensation management- Airtel's strategic intent

Total Compensation Approach

Pay For Performance

Pay Competitively In the Market

Internal Compensation Equity

Reward Right Leadership Behaviour

Airtel carries a philosophy of great pay for performance culture for stability of internal equity and external competitiveness. Their compensation plan is not only determined by the outside influences like availability of talent and industry practices, but internal analysis and talent harnessing and acceptance or recognition also play an important part in determining it.

Benefits:-

Critical case concerning service

Emergency medical assistance

Emergency cash assistance

End to end compensation with hospital, TPA, the employee and the human resource to make sure that any physical pain related with hospitalisation is minimised for a worker.

Recommendation best hospitals and doctors in India to ensure that the company's employee is getting accurate and timely help in choosing the best medical treatment option.

Temporary loan to workers policy:-

Workers of the Company can get temporary loan in case of any emergency and contingency.

Life insurance/group accident:-

Airtel provide economic compensation to any employee or any employee's family in case of earning capacity loss of the worker due to death or accident during the time of employment and cover workers under life insurance.

Hardship allowance:-

They also provide a special benefit for those employees who work under those areas where there is threat to their safety and life.

Benefits for working women in Airtel:-

Airtel offers a safe, friendly and respecting culture and work environment, which we believe is necessary to inspire the best out of our female employees. Benefiting working women through various initiatives and stances has benefitted the organization on a whole. Following are a few benefits for working women:

Family friendly work options: telecommuting (remote office/home), part time options, Flexi time.

Maternity/ Post natal benefits: Airtel provide female employees 12 weeks maternity leave, flexi work location, leave extendable up to 6 months, flexi /part time options.

Revised Sabbatical Policy: It permits for time off for motivating education up to one year & personal exigencies up to six months.

Travel Policy revision: it involves with two additional safety standards for female employees.

Employee Referral policy: Enhanced financial benefits for referring female employees beyond all levels.

Mentoring program: started for highly capable Middle Management women employees - mentoring by Senior Women Leader

EMPLOYEE RELATIONSHIP

Airtel believes that one of the biggest drivers of development and success for any company, firm or organisation is its people. At Airtel, ' Mantra' for employee contentment focuses on 5 Ps -

People,

Pride,

Passion,

Processes and

Performance.

Bharti Airtel has been well identified among the top Employers in the India for two growthful years - being 14th in 2003 and moving ahead of many

other big conglomerates to an enviable place or position of the second Best Employer in India in year 2004. This is a pure acknowledgement & demonstration of the robust, people, progressive as well as business focused Human Resource practices, which the company has formed and implemented greatly in a very less span of time.

Bharti Airtel chases an “ open door policy” to assess the management, which helping in sort out issues with common agreements. They motivate people to go against any unfair behaviour for which they have the Office of the Ombudsman; in this office employees can put any issues to take strict action regarding workplace and business conduct. Bharti make sure the transparency through many of communication strategies and policies, plans. Regular Employee Communication agencies gave a platform for the workers to raise issues that need resolution.

Their leaders greatly believe in initiating and facilitating activities that support employees handle their health and well-being. They concentrate always remains to re-determine leadership; they form leaders who are capable to performance and inspire their individuals to unleash their capability. Their people adjustment reflects in their vision of being “ targeted by top ability or talent”, and a basic aspect of their business concentrates “ creating a best-in-class leadership group that nurtures aptitude at every level.”

Employee friendly Human Resource policies have been put in position, which amply emulate the company’s concern for its employees. Some good

examples of these strategies and practices include half day leave for birthdays, gifts for anniversaries, a family-day at office, compulsory ten days off, no official meetings on weekends, festival celebration with family, 5 day weeks, concierge services, call centre commitment programs etc. These “care” practices and policies are applied beyond the organizational borders without any discrimination.

From self-management workshops to yoga classes, aerobics sessions, to provision of meditation/relaxation rooms, they make sure that each employee keeps a eye on his/her health fitness. Tie-ups with best health service organizations capable their employees to go under periodical health check-ups according to their age. This benefit is also available to employee family persons at discounted rates. The company gives Flexible Group Medical claim insurance to each worker, take caring all kinds of illnesses, hospital coverage and accident for serious mild sickness. Apart from these particular benefits, they regularly create eye check-up camps, health check up camps and stress management sessions. Some of their offices have offered gymnasiums/fitness to make sure that the fitness related things do not have to take tension about time constraints to being fit. At their various locations, they have positioned trained psychologists who undertake personal meeting sessions for workers.

Bharti Airtel provides a flexible remuneration structure to its employees wherein the workers have the stretch ability to structure their settled component of their benefits according to their needs within the ambit of legislation.

Employee engagement and development:-

Airtel provides facility of study by offering the study while work programs.

In employee recognition and reward airtel setting benchmark.

They are implementing Human Resource Policies that are employee friendly.

They keep themselves contact with employees through employee forum help lines, open houses etc.

They are establishing robust vehicles for communication.

They managing life cycle of employees.

Employee service awareness:-

On HR process and policies they are educating employees.

Complying with organisational policies and statutory regulations.

Across many role holders they standardising hygiene factor.

They conduct periodically employee surveys about satisfaction for taking accurate actions.

TERMINATION OF EMPLOYMENT POLICY:-

Purpose:-

To give instructions to the staff workers or employees from the organisation about termination.

Policy:-

Terminations should be managed consistently compatible to the guidelines or instructions that follow. Before continuing with any action of termination, a supervisor analyse all exact statements of this policy and contact with HRS-Employee Relations (ER).

There are some position covered by a composite bargaining agreement, the employees working under these positions mention to the agreement which rules the terms and conditions of employment. All other workers are what the law terms “ at will” workers. This defines that employment is a material of proceeding agreement between the worker and the organisation. Either the worker or the organisation may decide to end the worker’s employment here for any excuse not blocked by law, at any time. Nothing changes in this termination policy either a worker’s “ at will” employment or the aggregate bargaining arrangement.

Termination by Notice:-

Minimum of one (1) month notice in advance for staff employees paid monthly;

Minimum of two (2) week’s notice in advance for staff workers paid biweekly.

For staff employees paid from the Temporary Payroll, No stated advance notice is required (although notice would be proper)

Reasons for staff worker or employee termination involves:-

Retirement

Death of the staff member

Certificate of services

Discharge form

Other policies are:-

The employee or worker state option policy

Personal accident and group medical claim policy

Travel policy

Leave policy

Other employee benefits and compensations etc.

CONCLUSION

In this assignment I concluded that:-

Airtel Bharti is the most innovative in HR.

This company follows proper HR strategies in organisation.

Follows the accurate recruitment and selection process for hiring appropriate persons for company.

Providing them best training and facilities for self-development according to their requirements.

Maintain a very friendly relationship with their employees, offering them valuable compensations, benefits etc.