

Example of research paper on the standard kpi values for the problem resolution w...

[Business](#), [Company](#)



Khadi pharmaceutical is an organization with 500 to 550 employees that deal with the research, development and retail sales. Since last six months the company has been facing an issue with attrition within the organization due to which there has been a drastic difference in the way sales has taken place. The sales team of the organization maintained a close connect with the customers and were aligned specifically to a specific group of retailers in order to customize the ability to handle queries and create rapport with customers.

It is understood that it takes some time for the new joiners to understand customer requirements and respond to them adequately however the key question is that how to sustain the sales team and reduce attrition in order to maintain constant customer connect with the organization. Since, the company lacks efforts related to employee engagement and retention therefore this is one area that can help to channelize the method of reducing attrition and hence a research in this area would be effective to obtain methods that can help to promote employee engagement and check attrition.

- Revenue improvement
- Increased customer satisfaction
- Successful customer handling percentage falls within one month of the training completion.
- Optimum customer handling time.
- Friendly behavior.
- Knowledge about the resource.
- Constant contact needs to be maintained with all the employees.

The areas that can help to catalyze the above need to be identified and there has to be an extensive research in order to accurately consider the top five employee engagement methods that can lead to lower attrition. The research will also utilize the literature octane form Public corporate and government organizations working in favor of employees in order to study and develop methods of employee engagement that can help to drive a reduction in attrition.

2. - Review of literature

Boswell (2006) talks about aligning employees to an organization's goals and he mentions that it is important to drive employee engagement initiatives in such a manner that they not only fulfill the employee learning and development requirements however also provide an input or insight into the organizations future goals. Hence, it will be imperative to research on a population that has not found this pharmacy company as an effective centre for career growth.

For this study the researcher opted to collect quantitative data by means of survey questionnaire which will assess the employees on their satisfaction with the job (section 3). When dealing with the human experiences, quantitative research is the most suitable method that can be used. The researcher builds a complex, holistic picture, analyses data, reports detailed views of informants, and conducts the study in a natural setting.

A regression analysis will be utilized to understand the lived experience of employees and their level of satisfaction with the assigned roles that they recently observed. An objective experimental research design will be used, by adopting questionnaire-based survey with Likert scale responses. A

convenience sample of 15 participants will be included in this study.

Explanation will be provided while the study is being carried out and this will include the permissions needed, the way the data will be collected and finally how the data will be analyzed. The primary limitation in this research could be an availability to reach the previous employees who may not be willing to participate in a survey and provide a feedback due to time and priority constraints.

The variables chosen are as follows:

- Dependent (performance rating)- Independent (incentives)
- Extraneous (sales volumes)³ - Survey

Q1 - I am completely satisfied with the performance evaluation methodology used by the organization?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q2 - I agree with the fact that my supervisors provide timely and genuine feedback form a performance?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q3 -I am fairly satisfied with the way work is allocated and measured based on the capacity?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q4 -I get enough training opportunities to perform according to the expectations of my role?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q5 - I am satisfied with the incentive policy of the company?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q6 -I am completely aware of how maximum incentives can be earned?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q7 - I have been encouraged to participate in Company's decision-making?

Q8 - I get enough opportunities to relax and enjoy at my workplace and the environment is friendly?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q9 - I am clear about the targets related to sales volumes ?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

Q10 - The company's performance in terms of sales volumes is discussed and our performance is appreciated if the company does well?

Where 1 = Strong disagree,

2 = Disagree

3 = Neutral

4 = Agree

5 = Stingily agree.

References

Boselie, P., Dietz, G. and Boon, C. (2005) 'Commonalities and Contradictions in Research on Human Resource Management and Performance', Human Resource Management Journal, p. 67-94.

Boswell, W. R. (2006) 'Aligning Employees with the Organization's Strategic Objectives: Out of " Line of Sight," out of Mind', International Journal of Human Resource Management Vol. 17 No. 9, p. 1489-1511