

A case study on telenor group pakistan business essay



**ASSIGN
BUSTER**

Introduction

The vision of Telenor is easy: “ We are here to help” We are here to help our clients obtain the maximum advantage of communications services in their day to day life. The answer to achieve this vision is a state of mind where all of us work side by side. Whilst assuring it easy and simple to buy & use our services. We make sure that we keep our promises staying reverent of disparity. We Inspire public to discover new ways.

Chapter 1

Telenor Group

Telenor is a global supplier of superior information & medium communicating service. Telenor is ranked at no. 7 in terms of number of customers having more than 160M clients.

Group in Pakistan

Telenor Group is the only owner of Telenor Pakistan which is an international contents and communication services, voice and data provider of high in fourteen marketplaces across Europe and Asia.

With over 1. 79 Million mobile users (Q1 2010) and about 40, 000 employees the Telenor cluster is among the biggest mobile manipulators around the globe.

With a massive investment of above 2 billion US\$ Telenor PK is the nation’s biggest EU capitalist. Telenor Pakistan got a GSM license in the Year 2004 it started its business activities on 15th March, 2005.

A report that was published in the end of May this year Telenor subscribers are more than 23.5 Million. It also holds the 24 percent of the market claiming the 2nd largest Mobile operator. Currently Telenor in Pakistan has developed itself to become the top mobile service provide.

The headquarter of Telenor Pakistan is in Islamabad, it has many regional officers in Lahore, Karachi, Multan, Faisalabad and Hyderabad.

Define Values

Values are qualities, principles, attitudes or beliefs about the inherent worth of an object, behavior or idea. Values guide action by sanctioning certain behaviors and negating others. Values and beliefs are essential factors in design and implementation of nursing interventions (Guttman, 2000)

CORE VALUES OF TELENOR

The core values of Telenor Pakistan are as followings:

Keep the Promises

At Telenor keep the promises means that whatever the plan they chose it should work, however if it doesn't works, they are always here to assist.

Telenor believes in delivering whatever they have promised so they believe in doing instead just sayings. They always fulfil what they say.

Make it Easy

Telenor do not make things difficult. They are very practical and they try their best that whatever they do should be simple and should be very easy to understand. As they say that they never forget that they are making the customer's life easier.

Be Respectful

At Telenor they admit and value local cultures. They do not compel one formula

all over the worldwide. They wish to be a part of local neighbourhood anywhere they operate.

At Telenor they deem faithfulness has to be earned.

Be Inspiring

At Telenor they are inspired they struggle to bring liveliness to the things they do. They try that everything they deliver should appear good, up to date and fresh. At Telenor they are obsessive regarding their business and clients.

Strategic capabilities of Telenor Pakistan

Telenor Pakistan has got outstanding tactical capacities in conditions of supply available, self-motivated competence is doing well in acquiring the tactical ability.

Resource Based Strategy

Telenor Pakistan has got a mixture of foundations such as the forks of Telenor Pakistan are broadened nationwide. These forks are fitted by means of substructures rendered for efficient working of the system. In addition to this adequate service is present for the customers and the employees of the Company. Raw stuff such as brooch and intersection booklets is planned. Since Telenor is based on good service HR is main plus for it.

Resource in Nature & Capabilities

To persuade the minimum requirements of the customers Telenor Pakistan had enough Threshold Capital and there by stays on top in the market.

Thanks to its excellent services like crystal clear voice quality, best reception in rural, urban and suburban areas i. e. across the country, unmatched call rates and calling packages Telenor Pakistan has gained aggressive improvements toting up the worth therefore endearing the main aptitude versus its rivals like Mobilink GSM and Ufone.

With their proficiency and expertise Telenor Pakistan has gained ‘ Core competency in targeting the clients & please them with great services for the money.

Vibrant ability of the Company

Telenor Pakistan showed its dynamic ability by introducing its new packages suitable for people from different segments, like for students, professionals and businessmen it has introduced different contract packages at different price plans.

Telenor Pakistan’s dynamic approach have a notion named discovering that’s a continuous achievement procedure of executions which are ad hoc as a result of past understandings and finding it among fresh expansions in order to grow quickly.

Development of Planned Competence

Telenor retained recognising the client’s condition about the quality of service with the change in environment and market structure. Through a

tactical approach Telenor Pakistan has enhanced its work process as well as formulated its potential in an efficient design to achieve tactical benefits over its competitors.

Organizational Learning

To persuade the talent beneath ordinary society to get a mutual objective Telenor Pakistan gives facts and figures of experience, know-how, services and procedures.

Awareness Developing

At Telenor Pakistan every employee is trained to recognize their duties and tasks by working fitting in an idea of approach.

Chapter 2

Attracting, recruiting and selecting talent

Process for Recruitment and Selection

Telenor Pakistan has belief in revealing the concealed human gifts with making proficiency & by allowing an energetic atmosphere. Their plan is to discover new aptitude and furnish it by means of the competency that is necessary in market.

The Career Management Workshop (CMW) of Telenor Pakistan is another effort to teach learners in preparing an improved curriculum and efficiently demonstrating themselves in interviews. Hence Telenor Pakistan is giving them a breach in an incorporated sphere. The enlisting panel assesses the applicants on the basis of a skill model to employ the most excellent. The process of recruiting in Telenor Pakistan consists of following parts:

Hiring channel

The recruitment process is: advertisement for job vacancy, C. V Gathering, hunting for talent, wide-ranging testes, ranking according to interview points etc.

Cronhach, 2005 “ A test is a systematic procedure for comparing the behaviour of two or more persons.”

(Ved Prakash (2005) A handbook of Human Resource Management 2005)

The process of recruitment takes about 8 weeks ahead of going for any place, it's very important for the alumni to assess their self and recognize their concerns, their intensities that they might like to discover, short the candidates should have very stiff logic of their career track.

Whenever an applicant arrives for interview it is robustly suggested to reconsider and be capable of give reason for all they have stated on their curriculum.

Telenor Pakistan believes in equal opportunity. At Telenor they have very diverse aptitude functioning for them that also include “ Persons with Disabilities” (PWDs). The salary packages at Telenor Pakistan are very competitive and Telenor has the finest cover plan for its workers as compare to its competitors.

It gives laptops, Telenor SIM card and a Mobile phone to all its interns. it also provides transportation intended for females.

In addition to make their internship a superior learning course, they are given projects that they have to submit before their internship ends. The criteria for short listing a candidate is not only their GPA but Telenor also we look for approach and hire for skills. Its internship program caters students who are at present studying but not the graduated batches.

HR Strategy of Telenor Pakistan

THE CULTURAL AFFECT OF HR TO ITS RECRUITMENT AND RETENTION OF STAFF

The strategies of Telenor build it ethnically well-matched to the HR of diverse nations wherever it has set up its business. These strategies are as following

General Set-Up

At Telenor all the employees are given great respect where the manager shakes hand with the cleaner. At Telenor Pakistan the Chief Executive Officers, Voice Presidents, Film directors, Managing directors, Administrators and Officers all share the same workspace and the same favours. Absence of physical dividers translates into reduced communication barriers. In concurrence with the exercise of Emperor Jahaangir (late) that used to hear the appeals of his subordinates whoever has any ailment a bell with a chain on the principal doorway has been placed of offices as ethnical symbol in Pakistani Telenor offices. It is for the idea that anyone who finds himself gratified with Telenor services can ring the bell.

Recruitment

Telenor believes in equal opportunity and maintain “ liberty of appearance”. Employing principle in the company is identical all through the world. As in

different countries the knowledge, abilities and skills of people are different hence Telenor adopts different recruitment priorities. Talking the example of Pakistan we see that the university level education is cheaper compared to EU countries. Moreover Pakistan is blessed with a bunch of bachelors & post-alumni students; as a result better skilled & educated individuals are employed. Telenor has mostly graduates in jobs in Europe.

As creativity and brightness is vital by service sector which is more frequently found in Asian countries Telenor prefers to hire young and skilful individuals over elderly experienced in Asian countries. The old citizens from the largest continent (Asia) live fewer excited and bright. But citizens in EU stay keen and bright for fairly long time. Currently about 80% of staff at Telenor is young generation.

Training

In European Telenor setups training system is much energetic. Telenor is not carrying out best training in Asia because less revenue is generated in the markets. Especially in Pakistan training is constantly neglected by everyone. Nevertheless Telenor for its employees continues conducting 1 day coaching during their career with it.

Job Duties

Equal and uniform strategies are carried out everywhere in Telenor. The requirements of the duties are same at and Telenor offers flexible work hours to its employees in its customer's service call centres. Everyone is remunerated on good performance in financial units as well as acknowledgment and applaud. Its reward system is same everywhere.

Up to Rs. 1, 000, 000 medical insurance for self and family is provided for free to all employees. Telenor opts to keep new and vigorous Sworkers because there are more health problems in elderly in Asian countries. Instead of pension plans Telenor provides provident funds.

Chapter 3

Culture and its effects on employees

Culture or civilization is the feature of acting & trusting that a set of public in a nation or in an organisation have developed by the passage of time and contribution.

Civilized Competence

Telenor gives value to the society of company bases in Pakistan by having the policy to gift complete Hajj package for two employees every year it also arranges AFTAR for its staff in Ramadan. Telenor Pakistan promotes a smart casual dress code, empowering its employees with the right to choose whatever they feel comfortable with. Still in inter-state cultural divergences, for instance in Telenor Quetta it is concerning where workers are not required to dress in suits. They put on TUNIC AND PREACHES

Strategic Human Resource Planning

Human beings are the vital resource for getting a competitor benefit in marketplace for the majority of the organizations and Telenor Pakistan is one among them. The finest Human Resource department structure gives Telenor a competitive edge in Pakistan. Human Resource planning adverts to exact HR managing deeds which an organisation follows to attain its aims.

We will see how these strategies are formulated and applied at Telenor Pakistan.

In Telenor Pakistan the HR process is done in accordance with its mission. The first step that HR planners do is rife the culture of Telenor. The do the SWOT analysis of the company and the current market and then on basis of SWOT the Telenor strategic plan is established. With the overall company's strategic plan HR strategies are formulated at the end.

Chapter 4

LEGAL REQUIREMENT FOR HUMAN RESOURCES

Recruitment Process

All companies in the Telenor Group handle their own recruitment and selection. Telenor Pakistan believes that a talented and loyal workforce plays a crucial role in the organization's ongoing business success. Telenor is very keen to hire very skilled personnel's. This is why recruiting process is very meaningful for the HR department of Telenor. Telenor provides equal opportunity chances to everyone. Recruitment process of Telenor is unbiased.

THE WORK LIFE BALANCE

The work life balance means that making a balance between your work life and your home life. There could be many reasons of changing in working practice of an organisation. Following are few factors responsible for changes in working practices over recent times.

CULTURAL

DIVERSITY ISSUES

SKILSS SHORTAGE

DEMOGRAPHICS

CUSTOMER DEMANDS

THE MARKET PLACE

How Telenor helps the work life balance

Telenor helps its employees to keep a vigorous balance between their personal and professional lives. Telenor Pakistan have enables most of its employees to work virtually from remote locations by its IT systems and tools. For fun, employees at key locations enjoy working out at the gym, playing video games, pool, and regular leisure and sports activities, such as cricket matches and adventure trips. There are away-days where employees go out away from their offices, to bond and work in a fun way.

Creating an ideal work environment

We support a work environment characterized by high job-satisfaction, opportunities for personal and professional development, and low rate of medical leave and injuries.

Health, Safety and Working Environment Management System

Telenor Safety & Security Department has been recognized at the Group level for its vigorous performance. They identify and reduce work related risks and promote overall well-being at work in addition they take care of

employee health and safety at all times. Our recent safety and security initiatives for employees included consciousness campaigns on the environment, substance abuse, allergies, first aid, fire safety and study related to relation between workers and their environments.

PROCESS TO BE FOLLOWED IN A GRIEVANCE SITUATION

Management at Telenor Pakistan

Stress with all employees at work takes place in every competitive market, no matter if it is small or it's big. The plan should to manage it not to eliminate it. Worldwide many companies have plan and qualified staff, enthusiastic departments to help workers deal with work-related stress.

Telenor Pakistan has a qualified team of doctors who work with workforce to help control their pressure as well as an in-house counsellor. If you look for expert opinion you are not 'going mad'. Telenor Pakistan ensures 100% privacy during our counselling meetings. Internal Value Creation (IVC) plays an important part in many of Telenor Pakistan's core organizational development processes. This is mainly an employee study accomplished yearly to take proposition / advice on how to progress the processes and job environment at Telenor, together with the anxiety issues. Indication to watch out for: behavioural, Physical and emotional. If you feel you are feeling tired or angry or depressed, it is ok to talk to a counsellor. He/ She will merely assist you recognize the real grounds of suffering and advice steps to overcome them.

For its workers Telenor Pakistan cares very much by giving an open atmosphere however at the spot explicit thinking rooms particularly designed to give an flee for inspired thoughts. Company threshold features periodical health guidelines written by in-house doctors for workers.

Global organisations help their workforce to manage pressure by granting yearly leaves, medical cover as well as anxiety management workshops. Particular programme are planned especially to stop tension at work at Telenor Pakistan

There are special classes for workers of yoga after work shifts. Telenor provides domestic leisure services also Gym facility is provided in the office building.

In order travel for work staff cars are given this facility is especially for employees with disability and also for female workers. Internal sports competition, festive events for National Days and Mango Day, etc. are arranged by the social club in Telenor Pakistan. To relax and watch movies a particular domestic theatre has been provided for Customer Relations (CR). A unique 'counsel for drivers' is also in progress.

Contingency planning

At Telenor Pakistan they have business unforeseen event procedure to make sure they are capable to handle outside risks and pressure. Telenor also offers its workers a 24 by 7 hotline, examined by the Safety and Security team. Previous year Telenor Pakistan put in place a complete business continuity structure. At present Telenor Pakistan is planning a superior disaster management exercise.

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On-site medical care

For its employees and female workers Telenor Pakistan provides 24 hours on call home health service that is a remarkable and a unique facility Telenor provides. This is also its competitive edge. Telenor is also in the process of organising at the spot dental check-ups it's also organising a vaccination program.

CHALLENGES

Telenor faces a lot of challenges with the ever increasing needs of HR. It is really hard to employ and keep the most excellent candidates particularly across the globe. The worldwide organisations come across many disputes about the ethnical uniqueness of individual nations. They have to adjust culturally to the environment of respective countries. Telenor is brought out to lots of disputes to execute at their most experts whilst still employing the Human Resource personnel for that nation.

CONCLUSION

After deeply studying the Human resource Department (HRD) of Telenor Pakistan, I consent that Telenor Pakistan is carrying out realistic ethnically compatible approach for its HR. Though it's not promoting the " cultural identity" programme that insistentlly, but even then it is facing fewer cultural disagreements among its HR. The may be the reason that Telenor is only operating in two markets that are Asia and Europe. The European marketplace holds almost the identical cultures moreover three (3) of its Asian market countries are Muslims. I came through very extraordinary facts concerning managing any company's Human Resource. I think that

managing a spirited and culture friendly Human Resource in a spirited worldwide market is a hard job. However, so far, Telenor Pakistan is quite successful in recruiting and retaining astonishingly gifted Human Resource worldwide