



A Study on Quality of Work Life in BPO Sector – With Reference to Chennai City

KEYWORDS

Employee involvement, Job satisfaction, Motivation, QWL, ITES, BPO

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ABSTRACT

Quality of work life (QWL) has become one of the most important issues these days in every organization. Employees are the force that is behind every successful organization the research design chosen is descriptive in nature. This study On Quality of work life in BPO's at Chennai there is a vital need to know the balance level of employees with regard to both their work and family or personal life. Primary data were collected with the help of the structured questionnaire from the existing employees of this concern from lower level employees of non voice & voice department. Secondary data was collected from earlier research work, various published journals, magazines, websites and online articles. QWL provides for the balanced relationship among work, non- work and family aspects of life. The sampling method adapted to this study is stratified sampling and the sample size considered for the study was 200 where in all the samples where employees in BPO's. From the study it is inferred that most of the employees were satisfied with the quality of work life provided by the company.

INTRODUCTION

Quality of work life refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of life. It is an issue that is important both to the organizations and to employees. In the current economic scenario, organizations are hard pressed for higher productivity and need employees with improved quality of work life as an employee with better quality of work life will contribute more meaningfully towards the organisational growth and success

Family and personal life related factors include increasing participation of women in workforce, increasing participation of child bearing women in workforce, increasing participation of dual career couples in workforce, increase in single-parent/ single person households, increase in child-care/ elder care burden on employees and health and well being considerations

Business Process Outsourcing (BPO) is a developing industry that is receiving significant attention from all other sectors such as government, business, as well as from the academe. BPO is basically formulated to outsource processes to a third party that are not core to a company but are necessary in its everyday operations. India has the most number of BPO companies in the world and consequently the most studies and researches made on this subject. Philippines also have its share of the BPO industry, being the third BPO center in the world. With the sustained growth of this industry, BPOs are now receiving considerable academic attention dealing with multiple aspects like work conditions, organizational environment and specific organization and work-related issues.

REVIEW OF LITERATURE

Vicky Nanjappa (Feb 14, 2007) identified that in the last two months, over 100 IT professionals have made a beeline to Ayurvedic centres for de-stressing programmes, where they are taught how to strike a balance between their personal and professional lives.

Kelley and Moen (Aug 14, 2008) brings out the opinion of the experts that most suicide cases in the city are related to stress; its citizens are unable to cope with Bangalore's quick growth. If you walk into Bangalore's leading hospitals, you will find a large number of patients suffering from stress-related ailments. Doctors specialising in this disorder told rediff.

com that, on an average, they treat at least 10 patients a day for stress-related ailments.

Frone et al. (Nov 14, 2011) points out the regular practices of many Health care institutes and the National Institute of Mental Health and Neurosciences in Bangalore also treats patients for stress-related ailments. It examines the close study conducted in Bangalore which indicates that work-related insecurity, extended working hours and stringent deadlines also contribute to Bangalore's rising stress levels. Psychiatrists say that those afflicted by stress should spend more time with the family and talk about their problem.

NEED AND RELEVANCE OF THE STUDY

Business Process Outsourcing or BPO is a general term describing the outsourcing of business processes, or functions of an organization to an external vendor or service provider on a set of predetermined performance metrics. Today businesses span across the entire globe by their overseas operations and thus they leave visible changes in the societies of various geographies.

OBJECTIVES OF THE STUDY

- To determine the demographic variables with the level of Quality of Work Life
- To find the association between of socio-economic variables of workers and their level of QWL.
- To examine the relationship between Job Satisfaction and level of Quality of Work Life among the employees of BPO's
- To examine the dimensions required for Quality of work life.

HYPOTHESES OF THE STUDY

1. There is a significant relationship between educational qualification and salary
2. There is a significant relationship between the experience and income of BPO employees.

SAMPLE DESIGN

Universe Type: Finite

Sampling Design Type: Convenience Sampling – 200

The respondents were selected by using convenience sam-

pling technique. A thorough review of literature was conducted before selecting the topic of the study. The research design chosen is descriptive in nature.

Sampling Unit: Chennai

Selected Sample : Wipro BPO , TCS BPO, Rapid Care , Acusis ,Sutherland , Integra , RBS , Sparsh , Mphasis , Spi, IBM BPO, Aditya Birla Minacs Worldwide, First Source, Infosys BPO, HCL BPO and EXL Service

Sample Size: 200 employees of BPO companies were selected as sample units

The study is designed to collect data from a sample size of 200 respondents who are selected under proportionate stratified sampling techniques.

- In order to retain objectivity, every attempt was made to take an unbiased sample.
- A well structured questionnaire was prepared and used to collect primary data considering 10 parameters other than personal information for calculating the employees' Vulnerability to stressors:
- Personal Information relates to Personal profile, Company culture, Job content/growth, Career advancement, Training, Salary and compensation and Performance Appraisal system

The pilot study had increased the researcher to restructure the questionnaire; it identified the defects in the questionnaire and helped the researcher to add as well as to remove the questions in the questionnaire. The researcher collected reviews and secondary data from various sources such as research study, survey report, magazines, News papers, bulletin, annual reports, internet and books.

STATISTICAL TECHNIQUES RESEARCH METHODOLOGY

The researcher had applied the relevant standard statistical tools to analyze the sampling method adapted to this study is stratified sampling and the sample size considered for the study was 200 where in all the samples where employees in BPO's. The researcher selects the respondent from employees of Chennai at middle and lower level from the age group 19 to 55 years. Information was collected from employees at voice and non voice department. Clerical staffs and executives from voice and non voice department. This describes the level of quality of work life posses by an employee's Therefore this research is descriptive in nature. The tools for the analysis include Descriptive analysis, Cross tabulation, Chi-square test, weighted average analysis, one way ANOVA, correlation, factor analysis. A well structured Questionnaire was used to collect the information from the respondents. Likert 5 point scale was used to measure the level of job satisfaction of employees besides percentage analysis is made to exhibit the results with the help of pictographic presentations wherever required

LIMITATIONS OF THE STUDY:

This study ignored unregistered, medium and small scale BPO service providers as they involve in secondary level contracts.

- The study ignored the BPO companies rendering services only at the City level.
- The BPOs Companies established at the rural areas were not covered.
- The application of present study cannot be substantiated with other BPO companies operating in different city and other places.

ANALYSIS AND DISCUSSIONS

Illustrates the chi – square test is applied to find the goodness of fit using the following hypothesis.

Null Hypothesis (H0) The collected data represent the true nature of the sample universe.

Alternative Hypothesis (H1) The collected data doesn't represent the true nature of the sample universe.

Table1 Chi – Square Test on Age group

AGE GROUP	Observed Frequency	Expected Frequency	$(O_i - E_i)^2 / E_i$
Below 19	46	50	0.32
20 - 25	64	50	3.92
26 - 30	50	50	0
31 and Above	40	50	2
TOTAL	200	200	6.24

Source: Primary data

Chi – square = 6.24
d.f. = 3
Critical value = 7.82

Computed chi – square value is lesser than critical value, therefore H0 is accepted. i.e. the collected data represent the true nature of the sample universe.

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Alternative Hypothesis (H1) The collected data doesn't represent the true nature of the sample universe.

Table 2 Chi – Square Test on Gender

Gender	Observed Frequency	Expected Frequency	$(O_i - E_i)^2 / E_i$
Male	110	100	1.0
Female	90	100	1.0
Total	200	200	2.0

Source: Primary data

Chi – square = 2.0
d.f. = 1
Critical value = 3.84

Computed chi – square value is lesser than critical value, therefore H0 is accepted. i.e. the collected data represent the true nature of the sample universe.

FINDINGS

It is inferred that 55% of the respondents who is working on Chennai City BPO's Company are male and remaining 45% of the respondents are female.

Generally BPO sector prefers both the gender but the female employees are not that satisfied with the shifts of the working hours because BPO sector mainly works in the timing of US, UK. Most of the people who work in HCL fall under the age category of 19 to 29 years old and few people fall under the category of less than 18 years old.

Young generation are interested in BPO because getting into this sector is very easy than into any other sector. Because BPO sector only prefers the communication skills.

It can be interpreted that most of the respondents working in BPO's Company has the working experience of 2 to 5 years and very few respondents have the experience of

more than 10 years in this organization. Because mainly for 2 to 5 year experience people requires a job change usually due to work stress and recognition problem.

There is no significant different between department and opportunity for career advancement of the respondents.

It can infer that the companies provide equal opportunity for career development to their employees of all the departments

SUGGESTIONS AND RECOMMENDATIONS

The organization must provide the compensation according to the work done by the employee. It should not vary with the qualification but should vary with the experience of the employee. By doing so the company can reduce the attribution rate and employees are more motivated and committed toward work that is been done.

It is recommended that the company must follow an accurate & stable time for the work. If the working hour of an employee's varies, it may increase the stress level of an employee and reduce the satisfaction level as a whole.

As a result, the company losses the targeted position in the market. It is recommended that the employees should be integrated with their superiors and subordinates in a timely basis and equal intervals.

This should be made mandatory, so that the company have an effective communication all over the hierarchy. This creates the clear job objection and a higher turnover.

CONCLUSION

The study found that there is dissatisfaction among the employees regarding the Quality of Work life in BPO sector.

The factors determining the dissatisfaction with the quality of work life in the organization were Lack of Income & Fair Compensation, Safe & healthy working conditions, Opportunities & develop human capacity, Opportunity for career growth. All these factors are responsible for the dissatisfaction among the employees of BPO. A satisfied employee is more likely to do remain with the organization, come to work regularly contribute to high performance, contribution to organizational goals and effectives, work as positive force within the organization, help to build a strong culture, have more commitment to organization, keep his personal interest to employee ethics and so on. The study reveals that employees perceive the quality of work life as conducive environment; organization should provide them the required training and resources whenever necessary it will helpful for their career growth.

Implications for further Research

The results from vulnerability to stressors of BPOs employees' data indicate that they are vulnerable to various stressors, especially work related stress as it is the result of other stressors. The future researcher can focus on evaluating the performance of BPOs companies in terms of training, behavioral pattern of the employees, the attitude and motivational aspects towards BPOs jobs and their social and family roles.

The future research can also address the issue of the job satisfaction aspects of BPOs employees and their productivity can be compared with their work target. Future research could explore the impact and importance of culture and behavior norms in supporting BPOs employees to show corporate culture existing in the BPOs.

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