



## UPCOMING TRENDS OF RECRUITMENT IN BPO SECTOR

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**ABSTRACT**

In today's era, every field of management is developing. This development has been observed due to new innovative methods by the upcoming generation in today's business world; which puts pressure on Human Resource to be innovative and creative. Many corporate worlds are using new trends in their businesses, they also need to adapt new practices for overcoming their competitors in the business, and these methods are required in all the fields of management Like Marketing, HR, Finance, Operations, Logistics etc.

The paper will showcase the current profile of the BPO industry and the dynamics of Human Resource Management Practices in this sector. The paper gives the depth analysis of the HR issues widespread in the BPO sector and examines the critical need to fix them as early as possible. In Human resource Management, not only the new practices are introduced but also the new ideas and approaches are welcomed. The observation for people in the corporate world for the employees is changing and that is the demand for the new business world. In all the fields of HR, innovations and new trends are welcome; this increases the value of the business not only in the eyes of its employees and its customers but also in the field of competition.

**Objectives of the study:**

- Regulate the present and future requirements of the organisation in affiliation with its personnel planning and job-analysis activities.
- Develop an organisational culture that captivates efficient people to the company.
- Identifying the likely job applicants who will be appropriate candidate.
- Helps to upsurge the success rate of the selection process by diminishing the number of visibly, under qualified or overqualified job applicants.

**KEYWORDS :** Human Resource Management, Recruitment, BPO, upcoming trends**I.INTRODUCTION**

Business process outsourcing (BPO) is a broad term attributing to outsourcing in all fields. A BPO differentiate itself by either establishing in new technology or applying existing technology in a new way to improve a process. Current environment is the business environment as it is giving birth to the corporate advancement in the country. BPO sector is now becoming the part of it. It is ranked as the most preferable source of employment for today's new generation. In India, almost 75% of the total youngster population is doing job in the BPO. "Work Life Balance" last but definitely not the least, the growth of technology has made it possible for employees to maintain better work-life balance. Learning programmes that can be conducted online, webinars and virtual conferences as well as the opportunity to work from remote locations are all making it possible for people to maintain their personal and professional lives according to their preferences. The last decade indorsed a remarkable growth and development of the Indian economy. This was due to the advent of the technological front and a radical change in the business practices. BPO sector is now a day's fast growing and the company chooses to outsource their noncore processes so that they can concentrate on their core ones. In this scenario, the talent management has been one of the hardest tasks in BPOs. Due to current and formative job opportunities in the industry, talent raids, talent wars, talent shortage and talent retention and strategies have become part and parcel of BPOs.

**NEW TRENDS USED IN THE BPO SECTOR IN INDIA**

BPO sector is most sought after sector in India, these days; this sector is also responsible for the growth in our economy. BPO has generated huge number of jobs in our country for the youth. But despite of all that BPO faces a big problem of Attrition, where to retain the employee is the biggest problem. Their recruitment process is very tedious and lengthy and they also not able to recruit right person at the right job immediately. So, there are new innovative methods which are used in the BPO sector, which can help the recruiters in recruiting the right person at right job and also help the organisations to retain them for a long time.

**OUTSOURCING**

In India, the Human Resource processes are being outsourced from many more years. An organisation may draw required work force from outsourcing firms. The outsourcing firms help the organisation by the first stage of screening of the candidates according to the needs of the

organisation and making a suitable pool of talent for the final selection of candidates by the organisation.

Outsourcing firm's improve their human resource pool by recruiting people for them and make available staff to various companies as per their requirements. In return, these firms or the intermediaries charge the organisations for their services.

Advantages of outsourcing are:

1. Organisation need not plan for human resources much in prior.
2. Price creation, operational flexibility and competitive advantage.
3. Turning the management's focus to strategic level processes of HRM.
4. Organisation is free from salary negotiations, weeding the unsuitable resumes/candidates.
5. Organisation can save a lot of its time and resources.

**EVOLUTION OF BPO**

Outsourcing isn't new-it has been a well-liked management tool for decade. One will safely say outsourcing has evolved:

- 1960's- time-sharing
- 1970's-parts of IT operations
- 1980's-entire IT operations
- 1990's-alliances/tie-ups

**RECRUITMENT IN BPO****External Factors:**

- Attrition Rate is very High
- Huge supply of Tele-Callers in the market.
- Youth Oriented Industry
- English Coaching Institutes is a major support to this Industry.

**BPO SERVICES**

BPO is generally divided into two categories, one is "back office outsourcing", which includes internal business functions such as billing or purchasing, and another is "front office outsourcing", which includes customer-related services such as marketing or tech support. Back office outsourcing offers organizational services which helps to manage tasks like data entry, data management, surveys, payment processing, quality assurance and accounting support. Back office tasks are integral to a company's core business process and help to keep business for running smoothly.

Front office outsourcing services deals with direct client interactions. Examples of front office tasks include call conversations, email, fax and other forms of communication with customers. Front office outsourcing providers' service lists include:

#### Telemarketing

- Customer service/support
- Technical support/help desk
- Appointment scheduling
- Inbound/outbound sales
- Market research

#### OUTSOURCING OPTIONS

BPO that's contracted outside a company's own country is typically referred to as offshore outsourcing. BPO that's contracted to a company's neighbouring country is typically referred to as near shore outsourcing, and BPO that's contracted with the company's own country is typically referred to as onshore outsourcing.

#### Some advantages of outsourcing business processes include:

- Speed and efficiencies of outsourced business processes area unit increased
- Organizations victimisation BPO get access to the newest technology
- Freedom and adaptability to settle on the foremost relevant services for the company's operations
- Quick and correct reportage
- Save on resources associated with staffing and coaching

#### Some disadvantages of outsourcing business processes include:

- Data privacy breaches
- Underestimating running prices of services
- Overdependence on service suppliers
- Communication problems that delay project completion.

#### The Future of BPO in India

India has developed as a tremendous destination for BPO work in recent years. The achievement is due to the fact that there is a ready availability of large numbers of resources fluent in English, the persistent and hardworking efforts put in by the organisations in India that do BPO work.

The Indian BPO industry has to recognize that once the industry grow profit margins and return on investment stagnate and reach a plateau. It is for this reason that the time is ripe for the Indian BPO sector to pioneer and move up the curve. With alternative nations snapping at its heels, the Indian BPO sector cannot afford to require it simple nor be content.

#### Challenges Faced by BPO Firms in India

The frequent power outages, poor traffic management, political instability within the type of strikes and shutdowns all take a toll on the operations of the BPO companies, as a result of the world has to work 24/7, it cannot afford any disruption to its service. Hence, the move by the BPO companies to lobby with the govt. on granting them the essential services tag in order that they're not subject to the instability and might keep it up their operations.

The manner during which the BPO sector has emerge in India is generally by doing low finish work, which is rapidly being vulnerable by new entrants like Philippines and other countries. This means that either the BPO corporations reduce their cost of resources or migrate to higher end work like the KPO (Knowledge Process Outsourcing). Again, the task here is cut out from the BPO sector. In short, these are some of the challenges that the BPO sector in India faces as far as its activities are involved.

#### CONCLUSION

Retail and BPO are the sunrise industries and perhaps one among the most important industries having potential for workers. It has functioned suddenly and going to increase in future. India has no past experience of this type and of its significance. We have to always get ready to accommodate the challenges posed by it at HR front Though, some players' viz. Future Group, Reliance, TCS , Wipro etc have already taken initiatives, this growing industry requires many more to come in to shape of either captive institutes or private public partnership for creating, attracting, nurturing, and retaining trained

manpower. Few Common steps which could be taken are as follows:-

- Developing career path
- Vocational and management training.
- Company's commitment to internal promotion
- Shareholding systems, joint ventures.
- Developing talent and succession planning Healthy Management Practices, Equitable remuneration
- Wage system
- Advancement opportunities
- Flexible timings (to manage their family responsibilities)
- Child care

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