

Case Study on Employee Engagement Vs High Turnover at TVD



Management

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Tejal V Dhulla

Assistant Professor - Dr. V. N. Bedekar Institute of Management Studies, Thane (Mumbai)

Where employee engagement is considered to be a road map for crating profits and optimising performance. An organization name TVD, involved in education / Training business, is progressing with around 300% growth every year since 4 years. A dynamic leader, who has high self - confidence and conviction words her Job, apart from being aggressive marketing and finance personnel, heads the organization. The present turnover of the organization is around 12 crores with a profit margin of 47%. The organization employs around 120 plus employees. It is been observed that organization is very particular about the quality concept of employees.

The organization organises regular meetings / coffee club meets/ Lunch. The organization is very open in culture, any person can go and talk to the Director any time. Performance appraisal use is is a 360 degree approach. Employee are paid decent and above market standard salary, providing separate cabin for employees, Pay salaries on time, motivates employee to update the knowledge, kills & abilities as per there requirement of the job role. Where organization spends a lot on providing industry update training to there employees, in need to see employees happy. Surprisingly, despite of all theses measures, people at most of the hierarchical levels are not satisfied with the Organization and the turnover ratio is more than 45%. Where in current serious productivity is very important issue for an organizational success, Director wants to improve the HR situation prevalent in the organization, especially the turnover of the executives.

Questions:

- 1) Identify why the employees are dissatisfied?
- 2) Identify means to help the Director to retain the executives?