"Hr on Employee- Employer- Engagement"

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ABSTRACT

The 21st century has witnessed a change in the brain drain pattern wherein the Indian Employers have started to do everything to retain talent. These companies gained the reputation of global hub to absorb India's skilled labor in. Secondly, it is important to work in an environment that offers a tremendous scope of growth at all levels- personal, professional, social and Indian economy. Owing to the buoyant economy that is fostering rapid growth, retaining talents and benefiting employees, customers and organization through satisfaction mission as a whole is a major challenge.

Structured industry relevant training programs, strong emotional maturity and stability, mastering communication skills, setting right expectations and taking ownership to address customer issues, make the workforce ready to encounter the competitive challenge and act as organizational asset to enhance satisfaction levels to address both retention and attrition at workplace through the HR policies.

Text of the Article

The rate of attrition impacts negatively on an organization's budget as a result of which they have a contingency of certain percentage allotted to withstand the effect. But measures should be taken to solve the problem. The purpose of this research is to discover why personnel leave a career or organization early, which departments are so impacted and how HR and Senior personnel influence employee loyalty and retention. Secondly, an evaluative research method can be used to answer the following questions to analyze the causes, perception and remedy if any in the interest of the individual and the organization as a whole:

1. What departments have an attrition or employee retention problem?
2. What are the causes of personnel leaving in early or mid career with a department?
3. What actions/programs result in employee loyalty?
4. What impact does the executive officer have on attrition and employee retention?

The purpose of this research is to discover reasons of satisfaction , HR inclined in both cases of why personnel leave before becoming eligible for retirement as well as how the other colleagues can and do influence retention and attrition rate within their department. Some who stay may do so for convenience and not out of loyalty. "The difference between loyalty and lethargy is productivity" (Peak, 1996).

Customer Satisfaction

HR planning is done with a stride of sharing knowledge and resources, time and energy, friends and associates, the empathy and compassion in a continual effort to provide value to others, while increasing their own. The need is necessitated to reduce attrition/ labor turnover, expansion and understanding training needs. This has led to more emphasis on manpower, minimizing wastage of the resource resulting in speculative commitment through out the production and execution phases, up keeping good industrial health and customer satisfaction.

All behavior is goal directed. People behave the way they do because of their needs to achieve certain things. These goals may deal with physiological needs, security needs or high order social needs. Human beings want things in a certain order of priority.

A glimpse into the emerging trends of the HR practices

- The attrition rates and competition from other sectors have never reduced the allure of the hospitality sector nor its alliance with the tourism.
- It is also beneficial for the organization as most of the employees who under take part-time courses to remain with the organization[1], applying and sharing their knowledge[2].
- Internal customers represent biggest strengths and assets. It is important to demonstrate transparency and integrity to reflect in the culture of the organization.
- Periodic customer satisfaction surveys and proactively sharing metric and measurements results with customers can help in serving them better.

Motivation – a means to enhance productivity[3]

Productivity of any organization or dept. or work unit depends upon the people who work in that unit. "How to make people work more or work better?" is an issue that requires an understanding of 'motivation'. The HR department in hospitality is being more observant in nature and optimum capitalization of potential target clientele and more humane oriented.[4]

Training needs

- Training - Focus on individuals then becomes top priority in assessing each one's potential and conducting scientific training – need analysis, identified through cross-exposure training at higher levels that go beyond regular job descriptions for example involvement in decision –making process and operational solution finding.

Formal customer satisfaction measures

- One questionnaires and two, personal interviews.
- Is the employee worth?
- If assertive, apply every strategy to retain the employee. A certain amount of customer turnover is inevitable. Some businesses feel they can afford to lose some and replace them with new ones- which is an expensive proposition. It costs approx 5 to 10 times as much to get a new one than to keep an existing one.

Understanding customer's righteousness

- The combination of right and wrong becomes more interesting when played against the backdrop of sentries in our lives. In other words, depending on individual perception, the workers are branded Mr. Right or Mr.

Wrong[5].
- Strike balance whereby strength drawn from the right and wrong is seen as a stepping stone for success[6].

Problem Handling and Solving
- Customers who have problems and complain are giving you a chance to keep them in business. Past surveys show retaining 50 - 75 % complainers by merely resolving their complaints. Results indicate that up to 95 percent of these will become loyal customers.

HRD in Service sector – Hospitality
- Every organization should be treated as an independent unit for HRD purposes.
- To analyze and understand the scope of HRD towards the making or breaking of employees - Retention or Attrition.

The focus of HRD is on improvement of HRD climate with an objective of role clarity, mutuality, developing a supportive environment, recognition of strengths, weaknesses, opportunities and threats etc and the processes followed towards capacity utilization, training effectiveness and ensuring development through training. The emphasis though has always been and will continue to be the major point of concern, the customers – both internal and external (customer-centric).HRD has come to stay and become an important management language as well as technology to translate goodwill into action, integrating some of the critical findings irrespective of the complexities in the employees; towards an auspicious start of retaining the talent- skilled and/or trained; reducing the contingency factor of people leaving though.

Conclusion
It has enabled us understand various disciplines of employer-employee integrity and trust towards a common focus of the capability to satisfy, understand the basic requirement to be achieved and reasons for them to stay associated with their jobs as careers and at the same time enhance the goodwill and brand value along with better industrial health and professional hospitality concern; thereby reduce the chances of attrition understanding manpower as a resource in a properly executed quality standard to influence public perception, thereby building a positive image.

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