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A STUDY OF COMPREHENSIVE ATTRITION RATE IN BPO SECTORS IN CHENNAI CITY

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ABSTRACT

The BPO Industry has developed well in and its growth can be significantly computed to huge availability of suitable manpower. Ironically, in the light of persistent high levels of attrition experiencing the manpower has been the most intimidating challenge of the industry. The reason behind the attribution is workforces, lack of growth and progression, lack of feedback and recognition and weakness of individual mental and physical ability. On account of high levels of attrition, the industry has been suffering financial and performance related setbacks. Over a period of time, many studies have been undertaken in the academic as well as in industry surroundings to identify the factors which also determine efficient ways of handling the problem of attrition. Although, it still remains an area of concern and prominence for various organizations over a large area. The objective of paper is the comprehensive attrition rate in BPO sectors in Chennai city. There are 120 candidates indulged in this research by questionnaires methods. This analysis of attrition rate is carried out with aid of SPSS, Microsoft excel and data analysis process. Microsoft excel is for finding out the percentage analysis .SPSS is for finding out data analysis.

The result of the study concentrates that the diverse factors responsible for attrition on the basis of review of literature.

1. INTRODUCTION

Attrition in business describes a gradual but deliberate reduction in staff numbers that occurs as employees retire or resign and are not replaced. The term is also sometimes used to describe the loss of customers or clients as they mature beyond a product or company's target market without being replaced by a younger generation. Attrition is a process in which the workforce dwindles at a company, following a period in which a number of people retire or resign, and are not replaced. A reduction in staff due to attrition is often called a hiring freeze and is seen as a less disruptive way to trim the workforce and reduce payroll than layoffs. Attrition can also refer to a company losing its customer base, often as a result of older customers aging or moving on and fewer newer customers opting in.

STATEMENT OF THE PROBLEM

- To understand the human resource process and attrition in the present scenario in BPO sectors Chennai.
- To find out the reasons of attrition of employees and its effectiveness
- To determine the employee attrition rate and to study the impact of employee retention strategies on organization sustainability.

To find out the attrition rates and their reasons help the management to take necessary actions for the new & existing employees.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study on attrition rate in BPO sectors in Chennai city

SECONDARY OBJECTIVES

- To identify the work satisfaction and expectation level of employees in BPO sectors.
- To know about the employees attitude towards job and employee engagement.
- To analyze the cause and consequences of employee attrition in BPO sectors.

2. RESEARCH METHODOLOGY

Research design refers to purely and simply the frame work or plan for a study that guides the collection and analysis of data. The researcher will be required to prepare a research design that is he will have to state the conceptual structure within which research would be conducted. It gives maximum importance to collect relevant information with minimum effort and time. The sample size for the study is 120 employees.

2.3.1 PERCENTAGE ANALYSIS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	GENDER		
	Male	68	56.66
	Female	52	43.33
	Total	120	100
2	AGE		
	Below 30	71	59.16
	30-40	27	22.5
	40 and above	22	18.33
	Total	120	100
3	SALARY		
	Below 10000	23	19.16
	10000-20000	38	31.66
	20000-30000	35	29.16
	Above 50000	24	20
	Total	120	100
4	DESIGNATION		
	Sales agency manager	10	8.33
	Officer manager sales agent	20	16.66
	Customer services	17	14.16
	Customer support executive	30	25
	Tele caller	23	19.16
	TOTAL	120	100

3.2 CHI SQUARE ANALYSIS

Table 3.2.1: Table showing between the monthly income of respondents and Satisfaction with the remuneration package and other benefits.

	Value	df	Assumptions. Sig. (2-sided)
Pearson Chi-Square	1.471E2 ^a	12	.000
Likelihood Ratio	151.855	12	.000
Linear-by-Linear Association	75.937	1	.000
N of Valid Cases	120		

Hence, the null hypothesis (ho) is accepted. There is no relationship between the monthly income of respondents and Satisfaction with the remuneration package and other benefits.

3.3 CORRELATION

Table 3: Table showing in the organization and lack of career growth

		Sufficient Opportunities for career growth in the organization	Lack of career growth
Sufficient Opportunities for career growth in the organization	Pearson Correlation	1	.907**
	Sig. (2-tailed)		.000
	N	120	120
Lack of career growth	Pearson Correlation	.907**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

r = .907.

INTERPRETATION:

Since r is positive, there is a positive relationship between the sufficient opportunities for career growth in the organization and lack of career growth.

CONCLUSION

The issue of employee attrition/ turnover has been found to be making huge economic impact on the organizations. To analyze the nature, state and factors affecting high employee attrition, the BPO companies located in the Chennai were selected for the study. The research specifically aimed at identifying the critical factors affecting high employee attrition in the BPO sector and suggesting remedial measures to address the high attrition problem. Its aim is, mainly, to help the industry to take up policy decision and formulate suitable schemes and programmers to ameliorate the retention level of this industry. The present study has brought into focus, various issues relating to high level of attrition stemming from factors like Personal, Work environment, Career and Development and Remuneration. The policy implications and the suggestion, if properly implemented, it may lead to decrease the attrition and absenteeism among the employee and increase the retention level through the employee's satisfaction of BPO industry.

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