

RETENTION IN BPO INDUSTRY - A KEY CHALLENGE OF EMPLOYEE RESOURCING

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Abstract

Attrition is the biggest problem faced by BPOs these days. Attrition rate in BPOs is more than the attrition rate in any other sector. It is very important to control this attrition rate. Many retention schemes are applied in BPOs for retention. A single tool like training alone is not sufficient for employee retention. The best results for employee retention can be achieved by applying different tools strategically. Human Resource Development holds the key for looking after employee's welfare. Just as how customers are important for organization, employees are equally important to win battles in the competitive business environment. Retention of key employees is critical to the long-term health and success of any organization. However, there are some common reasons that especially cause people to leave. Surveys have listed night shifts, money, inability to handle various types of stress, monotonous work; company policies, lack of career growth, problems with those in senior positions etc., as some of the most common reasons listed by BPO employees, as reasons for quitting jobs. This paper discuss about the Human Resources department must address these issues, and along with the management need to evolve strategies to retain employees at all levels.