

A Few Fundamentals

K. C. Gupta, Chief Executive Officer, Saffron shares five retention tools that work best in his organization

- 1. Growth opportunities:** Growth is everyone's prime objective. Therefore it is implicit to offer growth opportunities—a vital factor that ensures a majority of senior level employees remain associated with your organization. This is more crucial in an Indian industry like BPO, which has the highest churn rate because of the prolonged boom in the industry.
- 2. Attractive remuneration and performance-linked incentives:** Remuneration is the driving force of any employment. Handsome remuneration works as motivation and also serves as a platform for people to take new initiatives. Besides basic remuneration, there can also be performance-based incentives—relating to targets achieved, accuracy and productivity.
- 3. Personnel training and development programmed:** An organization should also take due care of the training and development needs of its employees. Besides helping them improve their skills and enhance their performance, it should also foster a faster growth rate in their career path.
- 4. Recreation:** Recreation is as important as any other tool. It helps in creating a conducive environment—making work fun for everyone. Thus, it is necessary to introduce consistent recreation initiatives like sports activities and un-minding zones at the workplace. Besides this, organizing get-togethers, cultural programmes and birthday celebrations break the monotony of everyday work pressure.
- 5. Quick redressal of grievances:** Last but not least, in order to create a supportive work atmosphere, ensure a prompt redressal of grievances. This reinforces an employee's belief in the management and in the fact, that no stone will be left unturned to identify and solve their grievances as quickly as possible.