

A STUDY ON EMPLOYEE RETENTION AT AMAZON HYDERABAD,**Ms. D B N V MAHALAKSHMI, II MBA****Dr. PRKRAJU, PROFESSOR, DMS****GODAVARI INSTITUTE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS), RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA.****ABSTRACT**

Employee retention refers to the various initiatives involved to retain those who are on quitting mode. Every organization normally proposes to have employee friendly policies for keeping the workers stay motivated. Present day it has become a major challenge for the organization to retain skilled and performing employees. It also refers to all those practices that let the employee stick to organization for a long period. In the current scenario almost all the established organizations are facing the challenge of retaining their employees and management tend to fail often to stop the high potential employees and this face adverse consequences.

A brief study was undertaken to know the satisfaction levels of the employees on the Employee Retention Practices: "Issues and Challenges" measure that are taken by the AMAZON PVT LTD.

AMAZON was concentrating on many aspects and also making many strategies to retaining employees by providing both statutory and non statutory welfare measures and also concentrating on employee relations in the organization. They were also trying to developing good organization culture. The organization was also trying to reduce employee out flow by following the employee recommended factors like reducing employee pain, recognition of hard work, increasing salary and benefits. More over the organization was having many women employees; because of this they were providing good counselling in order to retain them. A simple percentage analysis method was used to measure the respondents satisfaction and finally from the study it is revealed that the majority of the employees were satisfied with the employee retaining services in the AMAZON.

KEYWORDS: Employee Retention, initiatives, practices, promotion, recognition

INTRODUCTION

Employee Retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. It is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed, by having policies and practices in place that address their diverse needs. Retention of key employees is critical to the long-term health and success of any organization. It is a known fact that retaining the best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning, and deeply embedded organizational knowledge and learning. Employee retention matters, as organizational issues such as training time and investment, lost knowledge, insecure employees, and a costly candidate search are involved. Hence, failing to retain a key employee is a costly proposition for an organization. Various estimates suggest that losing a middle manager in most organizations costs up to five times his salary. Corporate is facing a lot of problems in employee retention these days. Hiring knowledgeable people for the job is essential for an employer, but retention is even more important than hiring.

There is no dearth of opportunities for a talented person. There are many organizations which are looking for such employees. If a person is not satisfied by the job he's doing, he may switch over to some other more suitable job. In today's environment it becomes very important for organizations to retain their employees. The top organizations are on the top because they value their employees and they know how to keep them glued to the organization. Intelligent employers always realize the importance of retaining the best talent. Retaining talent has never been so important in the Indian scenario; however, things have changed in recent years. In

prominent Indian metros at least, there is no dearth of opportunities for the best in the business, or even for the second or third best. Retention of key employees and treating attrition troubles has never been so important to companies. In an intensely competitive environment where HR managers are poaching from each other, organizations can either hold on to their employees tight or lose them to competition. For gone are the days when employees would stick to an employer for years for want of a better choice. Now, opportunities are bound. Employees stay and leave organizations for some reasons. The reason may be personal or professional. These reasons should be understood by the employer and should be taken care of. The organizations are becoming aware of these reasons and adopting many strategies for employee retention. A strong retention strategy, therefore, becomes a powerful recruitment tool.

Employee retention is a new era of modern technology and competitive business environment. Organizations are continuously changing this changing environment is not only effecting the organizations but also the employees working in it. In order to maximize organizational efficiency and for optimal utilization of the resources, human resources must be managed properly. Human resource management plays a vital role in this regard. They are responsible that how employees are treated in the organization. Employee retention is a vital issue and challenge to all the organizations now days. There are numbers of factors which promote the employees to stay or leave the organization. It may be external factors, internal factors and the combined effect of both. Human resource practices count a lot in this regard. It is the need of the hour that hr managers should identify the needs of the employee and then devises the retention strategies. One strategy does not fit to all as different individuals have different priorities. Hr professionals face the vital challenge to retain talented employees. Employee retention is very critical to the longterm health of any organization. When an organization loses its talented employee it lefts a negative impact on innovation, customer satisfaction, knowledge gain during the past years

and on the profitability of the organization more over replacing cost of another employee contribute a lot to the organization.

OBJECTIVES OF THE STUDY

- To study about the impact of employee retention on the organizational growth.
- To understand the cause of employee turnover.
- To study measures taken by AMAZON.IN to overcome the problems of the employee turnover.
- To study the organizational factors influencing retention strategies.
- To determine the individual factors leading employees to leave the organization.
- To study the necessary conditions to retain the employees.

SCOPE OF THE STUDY

The scope of study is to determine employees' retention in the AMAZON.IN in Hyderabad. This study is designed to explore the main retention factors for Amazon.in employees. I have been made an attempt to understand about Employees satisfaction levels in Amazon.in.

● This study focuses on employee retention strategies as a predictor of company performance rather than technology and also the extent to which people value, enjoy and believe in what they do.

● This study also focus on employee turnover and causes for the same. It also examines the future growth and employee value proposition.

Outstanding employees may leave an organization because they become dissatisfied, under paid or unmotivated (Coff1996), and while trying to retain employees within the organization they may present other challenges as well. They may demand higher wages, not comply with organizational practices, and not interact well with their co-workers or comply with their managers' directions.

LIMITATIONS OF STUDY

1. Project duration is limited to 35 days only.
2. Some of the respondents could not spare much time to answer the questionnaire because of lack of their valuable time.
3. Complete information has not revealed by the company due to administrative reasons.
4. The sample taken for research was limited to only for 50 customers.
5. Some of the premium segments could not be met due to lack of sufficient and by not obtaining prior appointment due to tight schedule of the respondents.

RESEARCH METHODOLOGY

Research design:

A research design is purely and simply the frame work plan for a study that guides the collection and analysis of a data. In this study the researcher has adopted descriptive research design.

Descriptive research design:

It includes surveys and fact finding enquires of different kinds. It simply describes something such as a demographic of employees. It deals with description of the state of offers as it is and the researchers have no influence on the respondents.

Data collection:

Data collection is one of the most important aspects of research.

Methods of data collection:

- Primary Data
- Secondary Data

Primary Data:

This is considered as first-hand information involvingquestionnaires that includes surveys and fact finding enquiries.

Secondary Data:

Articles, Research Papers and Magazines etc...

The research approach:

Survey Method

The research instrument:

Questionnaire

The respondents:

The employees of the organization.

Sampling:

Sampling Techniques: The sampling techniques adopted for this study is simple random sampling.

Sampling size: The sample size is selected for the study 100 or 50 employees. The techniques of sampling unit in this study are convenience sampling.

Statistical tools used:

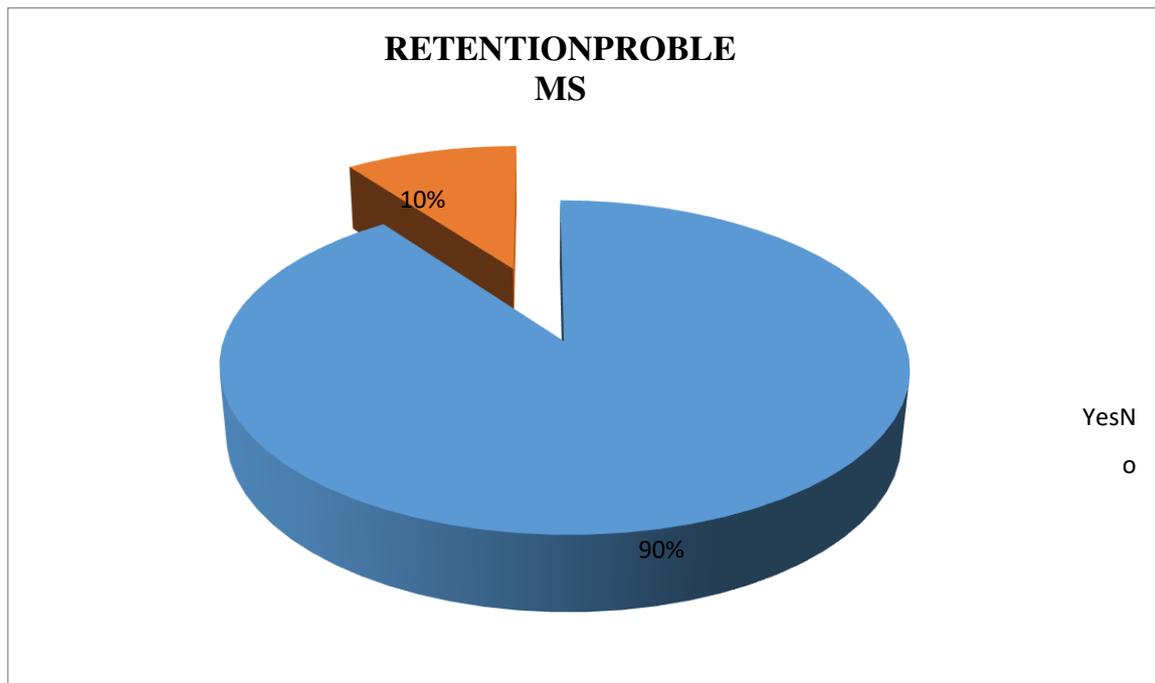
- A. Simple percentage analysis
- B. Chi-square
- C. Likert Scale Analysis

DATA INTERPRETATION

TABLE NO: 1

RETENTION ISSUES

| S.No | Retentionissues | NoofRespondent | Percentage |
|------|-----------------|----------------|------------|
| 1 | Yes | 90 | 90 |
| 2 | No | 10 | 10 |
| | Total | 100 | 100 |

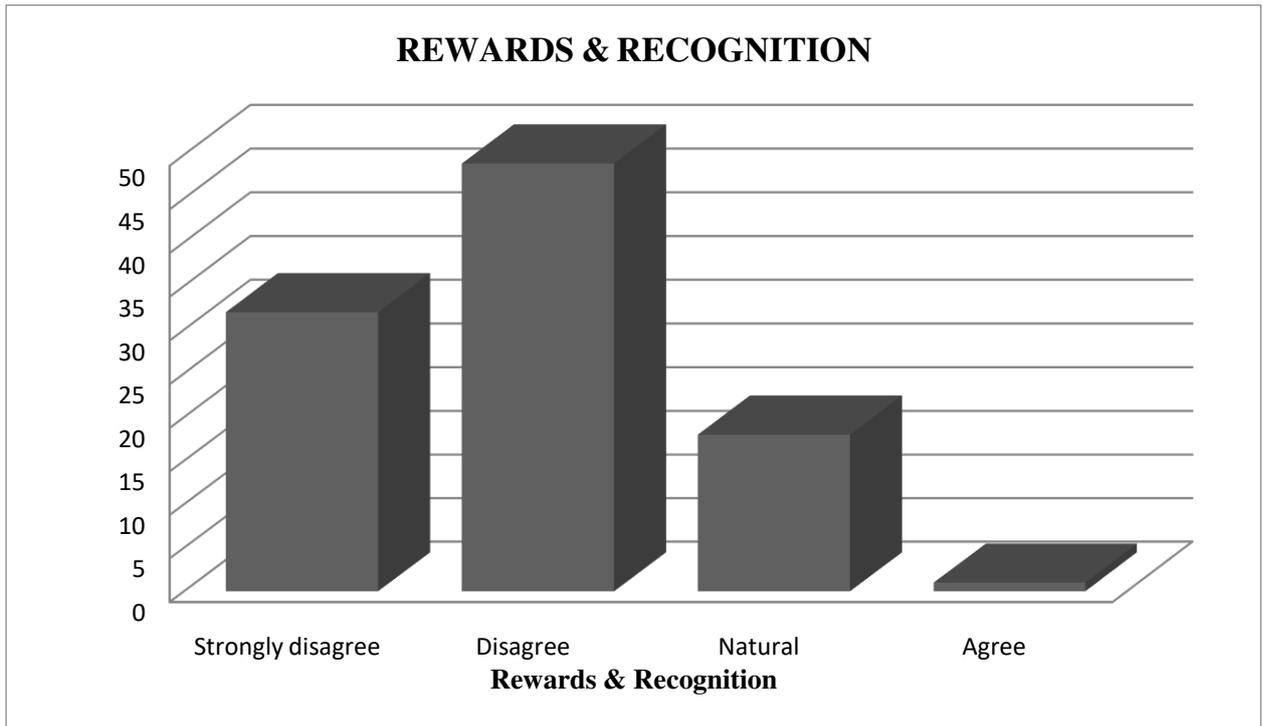


INTERPRETATION:

As can be understood from above table - pie graph, 90% people have issues to continue their service with the company. Either major or minor grievances.

TABLE NO: 2**REWARDS & RECOGNITION**

| S. No | Rewards And Recognition | No of Respondent | Percentage |
|--------------|--------------------------------|-------------------------|-------------------|
| 1 | Strongly disagree | 32 | 32 |
| 2 | Disagree | 49 | 49 |
| 3 | Natural | 18 | 18 |
| 4 | Agree | 1 | 1 |
| | Total | 100 | 100 |

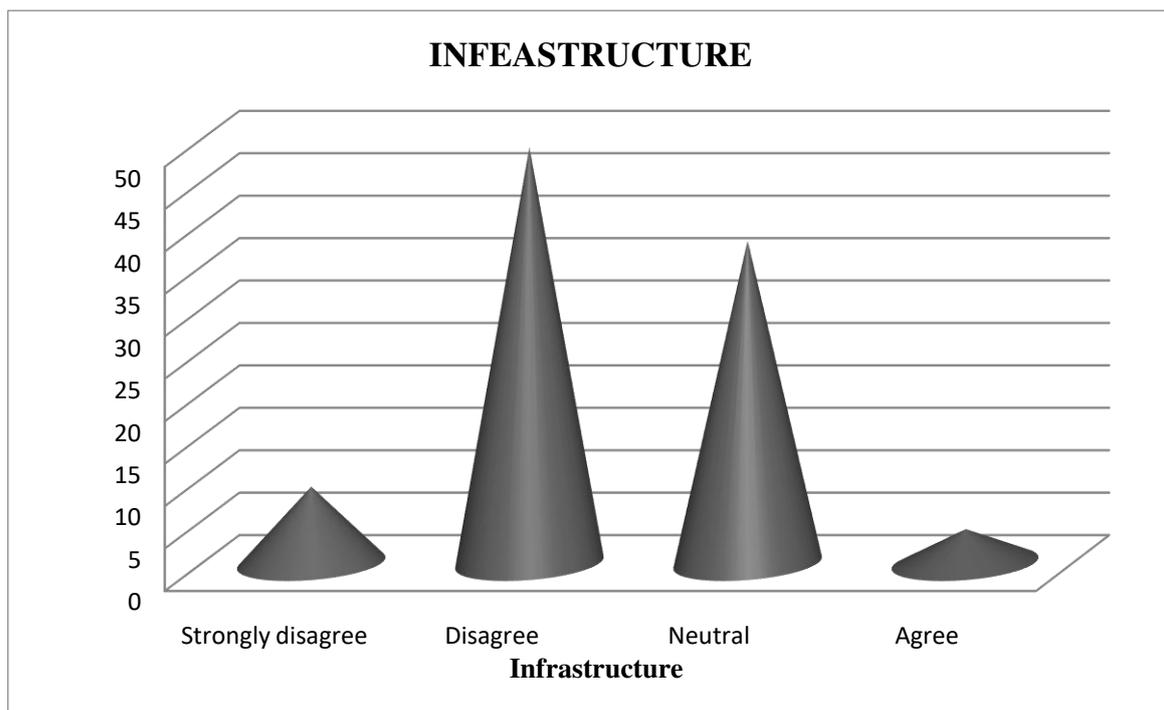


INTERPRETATION:

The above table shows that 32 percent of the respondents are not happy with the company's rewards and recognition policies and as many as 49% of the respondents are also quite unhappy on the issue.

TABLE NO: 3**INFRASTRUCTURE**

| S. No | Infrastructure | No of Respondent | Percentage |
|-------|-------------------|------------------|------------|
| 1 | Strongly disagree | 9 | 9 |
| 2 | Disagree | 49 | 49 |
| 3 | Neutral | 38 | 38 |
| 4 | Agree | 4 | 5 |
| | Total | 100 | 100 |

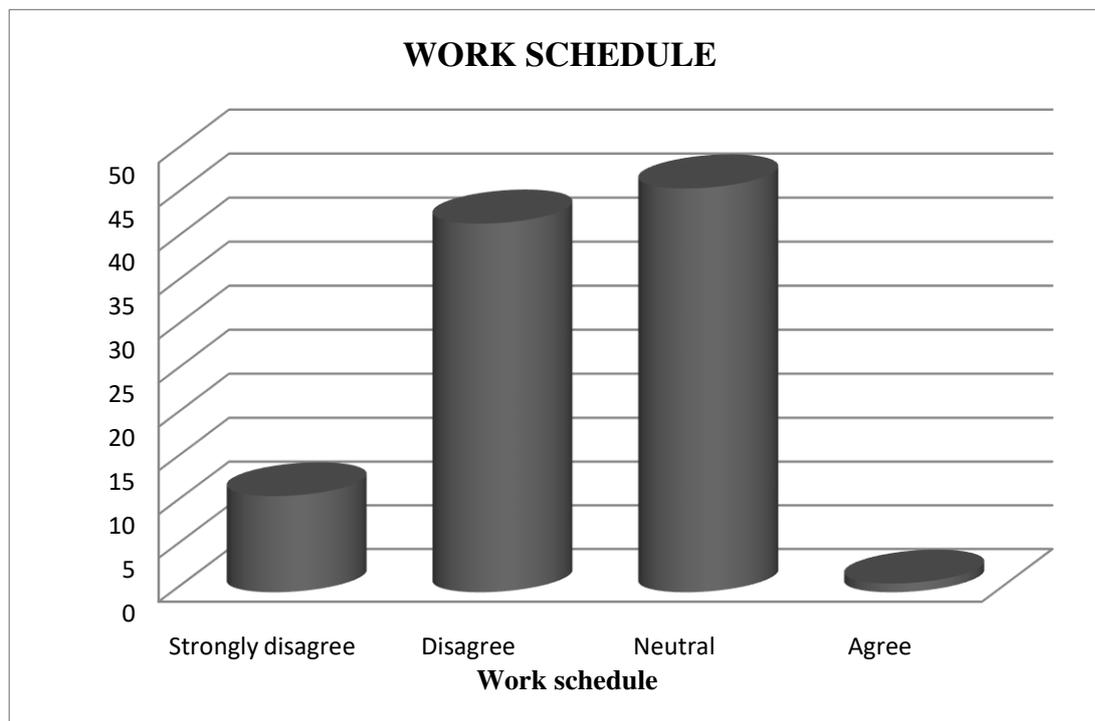
**INTERPRETATION:**

Majority 58% of respondents have clearly expressed their unhappiness about the infrastructural facilities available for the convenient and comfortable ways of working.

TABLE NO: 4

WORK SCHEDULE

| S. No | Work Schedule | No of Respondent | Percentage |
|-------|-------------------|------------------|------------|
| 1 | Strongly disagree | 11 | 11 |
| 2 | Disagree | 42 | 42 |
| 3 | Neutral | 46 | 46 |
| 4 | Agree | 1 | 1 |
| | Total | 100 | 100 |



INTERPRETATION:

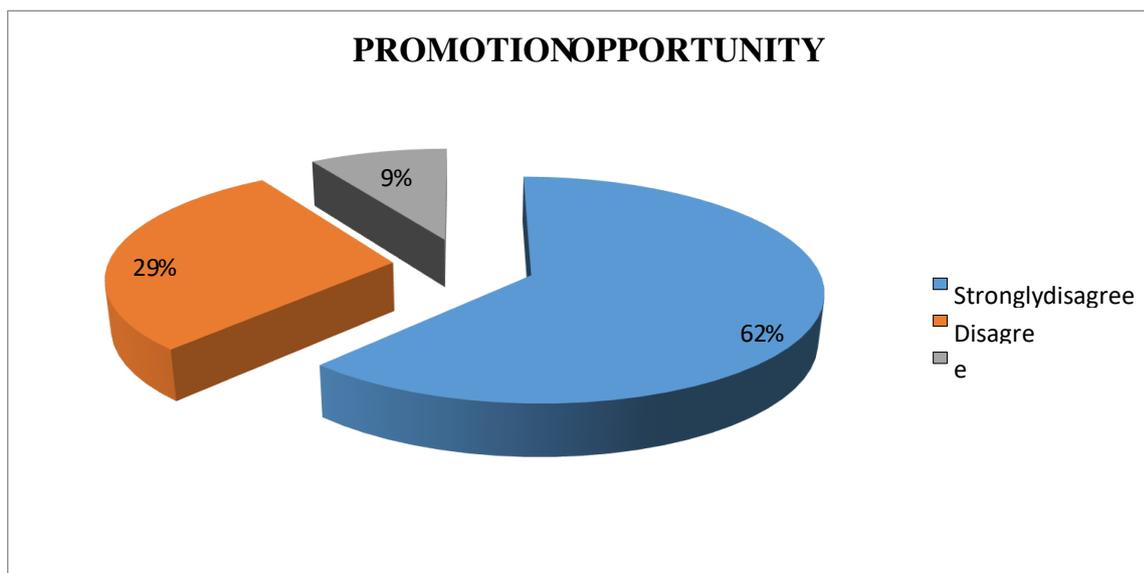
As can be seen from the above,most of the respondents are unhappy with the work schedules designed and implemented by the company.

INFERENCE:

Majority 46 percent of the respondents are having the work Schedulein neutral.

TABLE NO: 5**AVAILABILITY OF PROMOTION OPPORTUNITY**

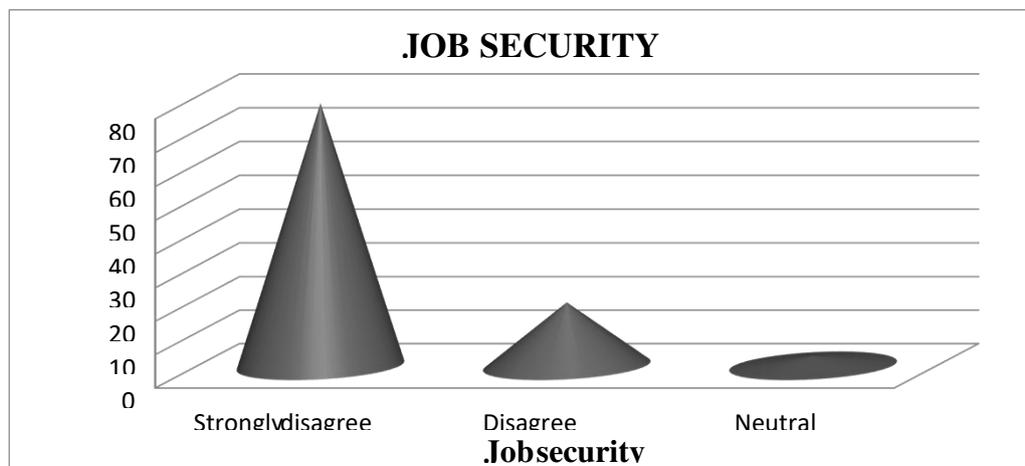
| S. No | Promotion Opportunity | No of Respondent | Percentage |
|-------|-----------------------|------------------|------------|
| 1 | Strongly disagree | 62 | 62 |
| 2 | Disagree | 29 | 29 |
| 3 | Neutral | 9 | 9 |
| | Total | 100 | 100 |

**INTERPRETATION:**

It can be seen from the above table promotion opportunities are not good with the result as many as 62% of employees are unhappy.

TABLE NO: 6
JOB SECURITY

| S. No | Job security | No of Respondent | Percentage |
|-------|-------------------|------------------|------------|
| 1 | Strongly disagree | 78 | 78 |
| 2 | Disagree | 19 | 19 |
| 3 | Neutral | 3 | 3 |
| | Total | 100 | 100 |



INTERPRETATION:

The above table shows that 78 percent of the respondents are strongly disagree in job security, 19 percent of the respondents are dis-agree in job security, and 3 percent of the respondents are natural in job security.

INFERENCE:

Majority 78 percent of the respondents are strongly disagreed with the job securities.

FINDINGS

- Majority 38 percent of the respondents are between the age group of 26 – 30 years.
- Majority 64 percent of the respondents are male.
- Majority 73 percent of the respondents are married.
- Majority 69 percent of the respondents are the nuclear family.
- Majority 61 percent of the respondents are between the 6001 to 12000 as monthly income
- Majority 61 percent of the respondents are the Education up to +2.
- Majority 33 percent of the respondents are awareness of the organization nearby home.
- Majority 53 percent of the respondents are having the experiences below 2 years.
- Majority 50 percent of the respondents are motivated by native of job.
- As can be understood from the table- pie graph, 90% people have issues to continue their service with the company. Either major or minor grievances.
- Majority 36 percent of the respondents are disagreeing in relationship with management.
- The above table shows that 32 percent of the respondents are not happy with the company's rewards and recognition policies and as many as 49% of the respondents are also quite unhappy on the issue.
- Majority 58% of respondents have clearly expressed their unhappiness about the infrastructural facilities available for the convenient and comfortable ways of working.
- As can be seen from the above, most of the respondents are unhappy with the work schedules designed and implemented by the company. 46 of the respondents are having the work Schedule in neutral.
- Majority 45 percent of the respondents are disagreed with the company's policies.

- It can be seen from the above table promotion opportunities are not good with the result as many as 62% of employees are unhappy.
- Majority 78 percent of the respondents are strongly disagreed with the job securities. Majority 52 percent of the respondents are disagreed with the statutory benefits.

SUGGESTIONS

Retaining key personnel is critical to long term success of an organization. A Retention Strategy has become essential if your organization is to be productive over time and can become an important part of your hiring strategy by attracting the best candidates. In fact, some companies do not have to recruit because they receive so many qualified unsolicited submissions due to their history of excellence in employee retention. How do you get your employees to "fall in Love" with your organization? This is a great question. Some of the suggestions for this can be summarized as follows:

- The company should provide better motivations to the employees. So that improves the satisfaction of the employees.
- The company should maintain a good relationship with the employees that help to improve their production.
- The company want to change their work schedule and policies of their organization.
- The company should also develop their infrastructure facility of their organization.
- The company want to reduce their employee retention problem and provide promotion offers to their employees
- The company should provide job security and statutory benefits to their employees.
- The company should provide training programs for their employees
- The company should provide career opportunities to the employees.
- The company should provide proper incentives to the employees
- The company should maintain proper work timings for the employees and should main a proper attendance of the employees.
- The company should provide other benefits properly to the employees.
- The company should provide Rewards and Recognition to the employees.
- The company should provide promotions opportunities to the employees.

CONCLUSIONS

The research has a humble attempt in identifying the causes of employee retention and come up with a few suggestions. Amazon.in in Hyderabad exists a high level of employee retention.

So, the management has simply to concretize people and live them alone with an environment in which they find it possible to behave appropriately, identify the problem, appreciate the need to resolve it, identify the factors and contributing to the problem and behave in ways that would either eliminate the casual variables or reduce their influence on the problems. Though slow, the process of concretization is sure to produce the desired results conducted in proper ways.

Employees comprise the most vital assets of the company. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. They need transparent work environment to work in. In a transparent environment where employees get a sense of achievement and belongingness, where they can best utilize their potential and realize their skills. They love to be the essential part of such organization and the company is benefited with a stronger, reliable work-force harboring bright new ideas for its growth.

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