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A Study on Effective Employee Retention Strategies with Reference to Nextsphere Technologies

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Abstract: ***Human Resources are known as the assets of the organization. Even though most of the companies are now a days, found to be technology driven, yet human resources are required to run the technology. They are the most vital and dynamic resources of the organization. The biggest challenge that organizations are facing today is not managing these resources and retaining them. Securing and obtaining skilled employees play an important role in the company, because employees knowledge and skills are central to companies ability to be economically competitive. The purpose this study is to know the effective strategies that are used to retain the employees. Employee retention is beneficial for the organization. As soon as they feel dissatisfied with the current job, they switch over to the next job. It is the duty of the employer to retain their best employees. If they don't, they will be left with no good employees. In order to retain the employees job satisfaction should be created in the working environment. Most employees feel that they are worth than they are actually paid. There is a natural disparity between what employees think they should be paid and what company spend in compensation. When the difference becomes too big and another opportunity occurs, attrition can result. Pay is defined as the wages, salary, or compensation given to an employee in exchange for services that employees performs for the organization.***

Keywords: Employee Retention, Retention Strategies, Organization Development.

I. INTRODUCTION

Employee retention has become a major concern for organizations in the current scenario. Individuals once being trained have a tendency to move to other companies for better benefits. Lucrative salary, flexible timings, better ambience, growth prospects are some of the elements. which makes an employee to look for a change. Whenever a talented employee expresses his readiness to move on, it is the duty of the company and the human resource department to interact immediately and find out the correct reasons leading to the decision.

Retaining employees talent is a direct function of how good are the HR practices in an organization and how sensitive an organization is to meet the employees needs both monetarily and psychologically. Building a strategy for retention requires identification of the factors that can lead to employee turnover and then developing a range of initiatives that will address retention strategy.

Developing a strategy also influences job satisfaction and organizational commitment. It may be also noted that employee attitude change over a period of time and therefore retention strategies cannot remain static.

1) *Effective Employee Retention Strategies:* consciously hiring freshers is a popular practice across companies these days. Most companies believe that hiring freshers from top colleges is a kind of guarantee that they will stick to the job for a relatively longer period. While offering a good packeges is important, companies need to go that extra mile to make sure their turnover rate is low. Progressive HR functions are now ensuring that freshers establish a long term association with the organization beyond the pay check. Here are a few strategies they are using:
2) *A Well Defined Career Path:* Employees, whether freshers or ones with experience, want to understand how the management of an organization can facilitate their career growth. They want to see tangible examples of how they counter parts have grown in the organization. The young work force is keen on having early experiences of doing different things rather than being sandboxed in one job role.
3) *Compensation:* Compensation represents the largest part of the employee retention process. The employees always have high expectations regarding their salary packages. Compensation

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Quality of people in the organization

a) Employee development and career growth
b) Risk taking
c) Leading technologies
d) Trust

4) *Recognition and Feedback:* Typically, superiors are quick on giving feedback when issues raise up. How ever, appreciation is rare when things go smooth. Letting your employees know that you appreciate their efforts, recognizing and highlighting impactful outcomes and giving timely feedback is crucial. Similarly, gaining feedback from employees and engaging one self in meaning dialogues to improve areas that are creating obstacles is important.
5) *Clear and Fair Reviews:* Enabling clear and fair reviews and assessments for employees helps them achieve more with a clear view of being recognised on the basis of excellence. The review process should identify key achievements in the employees career in an organization where the focus is on emphasizing key achievements, strengths and development areas, followed by a collectively agreed upon goal setting discussion.
6) *Training and Development:* In any position and industry, professionals want the possibility for enhancement. Smart managers fill in their workers' professional development and persue opportunities for them to grow. Ask each of your direct reports about their short and long-term goals to decide how you can help achieve them. Some companies pay for employees to attend conferences or industry events each year, or provide tuition remuneration or continuing education training.
7) *Communication and Feedback:* Keeping open lines of communication is necessary for employee retention. Your direct reports should feel that they can come to you with ideas, questions and deal with, and likewise, they expect you to be honest and open with them about betterments they need to make in their own performance. Make sure you connect with each staff member on a regular basis don't let issues enhance for the annual review.
8) *Dealing with Change:* Every workplace has to deal with fierce changes at times, and the employees looks to leadership for reassurance. If your organization is going through a amalgamation, discontinue or other big changes, keep your employees informed as much as you can to avoid feeding the gossips. Make notification face to face, and make sure you allow time for their questions.
9) *Fostering Teamwork:* When people work collectively, they can accomplish more than they would have individually. Foster a culture of mutuality that adapts individuals' working styles and lets their talents shine. Do this by intrepreting team objectives, business goals and roles, and inspiring everyone to contribute ideas and solutions.
10) *Team Celebration:* Celebrate major achievements for individuals and for the team. Whether the team just finished that huge project under budget, grab the chance to celebrate together with a shared meal or group excursion.

II. OBJECTIVES OF THE STUDY

A. To understand the Retention strategies in Nextsphere Technologies.
B. To assess the reasons behind employee turnover at Nextsphere Technologies.
C. To analyse the various strategies required for improving competencies of employees in the organization.
D. To evaluate the impact of organizational work environment, ethics, and values and behavior for employee retention.

III. RESEARCH METHODOLOGY

In order to collect the data from the people in the organization the research instrument used is questionnaire.
A structured questionnaire has been designed, consisting of all the questions and objectives. Questionnaire is designed for all level of employees containing 15 questions respectively.

A. Data Source

There are two types of data collection methods they are:

1) Primary and Secondary Data
a) Primary Data: Primary data is obtained through observation and questionnaire.
b) Secondary Data: secondary data is obtained through
i) Journals
ii) Company web site https://Nextspheretechnologies.com/

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2) Sample Design and Type

a) Sampling Type: Type of sampling chosen is "random sampling" as the selection of items is selected randomly and constitutes the sample.

b) Sampling Plan

i) Sample Area: Employees of Nextsphere Technologies pvt ltd.

ii) Sample Size: 100 employees

IV. REVIEW OF LITERATURE

A. Yiu Lichia and Saner Raymond (2014) Studied HR functions by describing on the findings regarding the retention in Indian organization and discussed the possible strategies chosen by Indian organization to counter costly labour turnover. Higher attrition can be reduced through the payment of higher salary packages. Employee job satisfaction and organizational commitments to make sure talent retention through knowledge development and career planning.

B. Jeen Dorance Batty S. (2014) aimed to the elements which may be the possible reasons for an employee to leave an organization. Employee's turnover intention and its impact on organizational outcomes were assessed from the econometric analysis, it was found that turnover intention has influenced attrition factors such as Quality of Work Life, career growth, working hours, personal/family reasons, and relation with internal co-worker, welfare, working condition, and monetory packages.

C. Mathur, Atul and Agarwal, P. K. (2013), aimed to know the impact of retention strategies on employee turnover in sugar industry in India. The focus of this study was on dysfunctional turnover. Other variables such as welfare benefits, personal satisfaction and organization culture, which are associated with the employee turnover. It was found that the main reason for leaving the organization by employees were compensation and working environment.

1) Yiu Lichia and Saner Raymond (2014), vol.67,4:pp.649-661

2) een Dorance Batty S. (2014), vol.4, 2:pp.211-239

3) Mathur, Atul and Agarwal, P.K (2013) ,vol.58, 3: pp.451-454

V. COMPANY PROFILE

NextSphere Technologies is a software services company that develops, manages, hosts, and maintains applications for companies in a wide range of industries. This industry-certified solutions provide clients market-leading competitive advantages gained through expedited time to market and the cost savings afforded by a global delivery model that leverages state-of-the-art development facilities in multiple time zones.

Next Sphere Technologies (india) Private Limited is a Private incorporated on 29 December 2006. It is categorised as Subsidiary of Foreign Company and is registered at Registrar of Companies, Hyderabad. Its authorized share capital is Rs. 500,000 and companies paid up capital is Rs. 100,000. It is involved in Software publishing, consultancy and supply [Software publishing includes production, supply and documentation of ready-made (non-customized) software, operating systems software, business & other applications software, computer games software for all platforms. Consultancy includes giving the best solution in the form of custom software after analyzing the users needs and problems. Custom software also includes made-to-order software based on orders from different users.

Next Sphere Technologies (india) Private Limited's Annual General Meeting (AGM) was last held on 21 September 2018 and as per records from Ministry of Corporate Affairs (MCA).

Directors of Next Sphere Technologies (india) Private Limited are Jeffery Scott Slowgrove, Padmanabha Raju Dantuluri and Ravindran Kolliakal.

VI. DATA ANALYSIS AND INTREPRETATION

A. Important Element For Better Employee Retention In The Company

Table 1: Important element for better employee retention in the company.

Variables	No. of respondents	Percentage
Company profile	0	0%
Monitory benefits	22	22%
Working conditions	39	39%
Internal environment	25	25%
Other factors	14	14%

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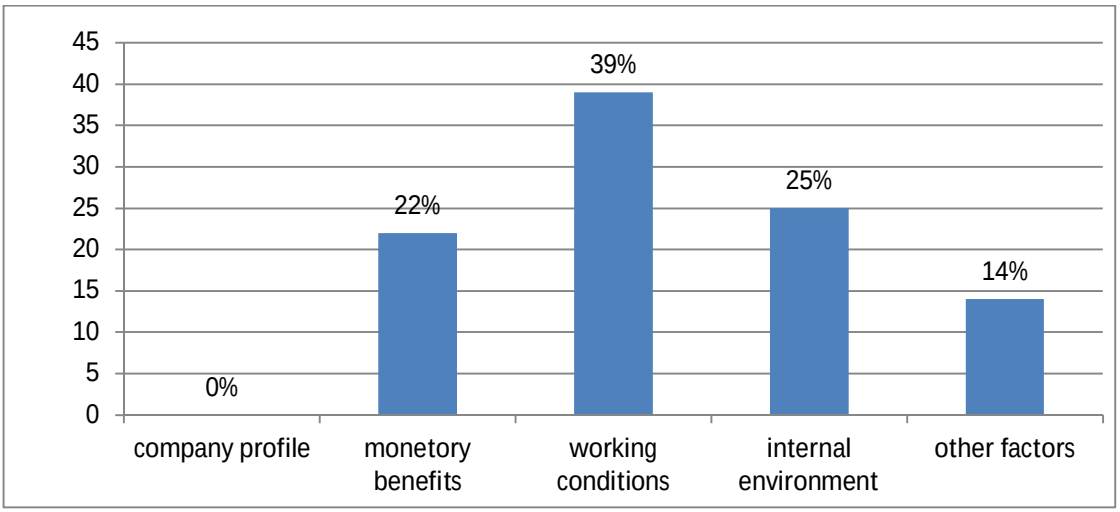
Figure 1: Graphical representation of important element for better employee retention in the company.



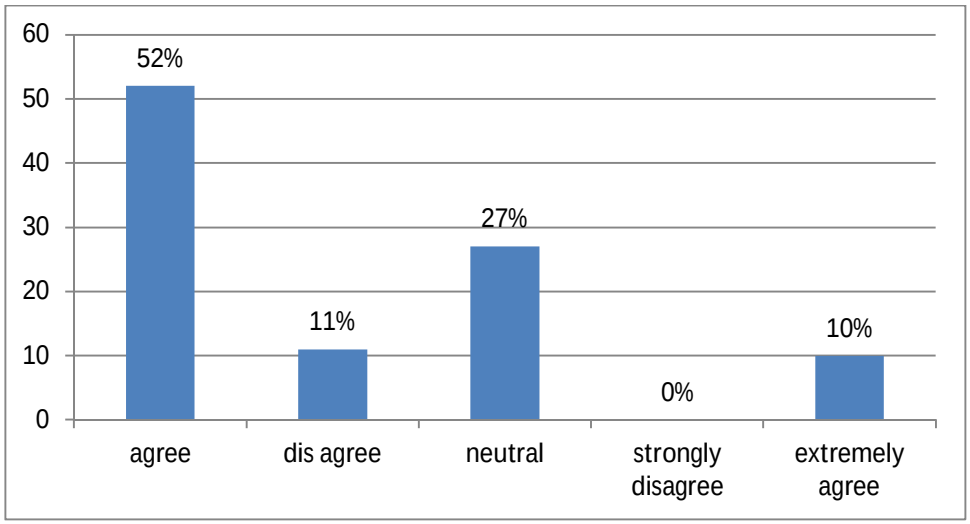
1) *Interpretation:* From the above figure:1 it is found that the majority of the employees i.e 39% in the organization feel that the good working conditions are the main element to retain the employee and also monetory benefits and internal environment are also the major elements for employee retention.

B. Salary Packages And Monitory Benefits Are Sufficient In The Company

Table 2: Salary packages and monitory benefits are sufficient in the company.

Variables	No. Of respondents	Percentage
Agree	52	52%
Disagree	11	11%
Neutral	27	27%
Strongly disagree	0	0%
Extremely agree	10	10%

Figure 2: Graphical representation of salary packages and monitory benefits are sufficient or not in the company.



1) *Interpretation:* Above figure 2: shows that the 52% of the employees are satisfied with the salary packages and monitory benefits provided in the company, and 27% of employees in the organization are neutral. this shows that the company provides good salary packages and monetory benefits.

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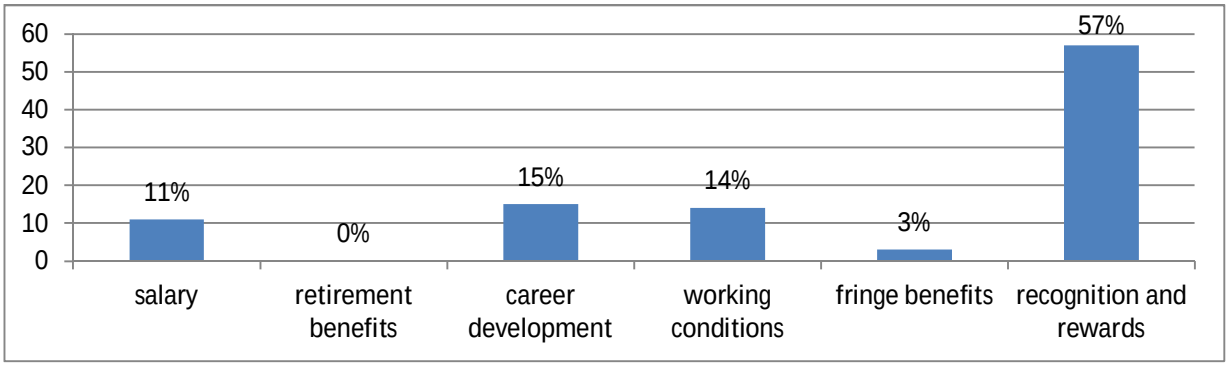
C. The Factor That Influenced The Employees To Remain In The Organization

Table 3: The factor that influenced the employees to remain in the organization.

Variables	No. of respondants	Percentage
Salary	11	11%
Retirement benefit	0	0%
Career development	15	15%
Working conditions	14	14%
Fringe benefits	3	3%
Recognition and reward	57	57%

Figure 3: Graphical representation of the factors that influenced the employees to remain in the organization.



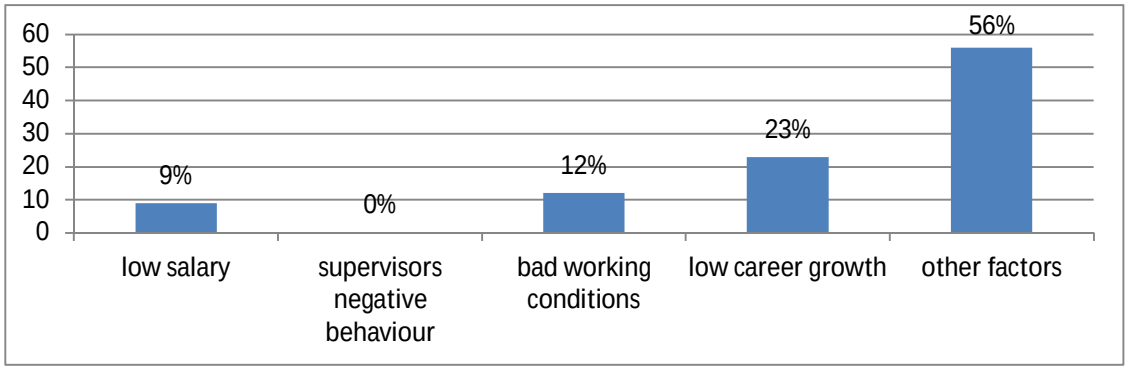
1) Interpretation: Above figure: 3 shows that the 57% of the employees felt that the recognition and reward is the main element that influenced them to remain in the organization. Career development and working conditions also plays a role in influencing the employees to remain in the organization.

D. The Factor That Influenced The Employees To Leave The Organization

Table 4: The factor that influenced the employees to leave the organization.

Variables	No. of respondants	Percentage
Low salary	9	9%
Supervisors negative behaviour	0	0%
Bad working conditions	12	12%
Low career growth	23	23%
Other factors	56	56%

Figure 4: Graphical representation of the factors that influenced the employees to leave the organization.



1) Interpretation: Above figure 4: shows that the 56% of employees are not likely to share their opinion and 23% of employees said that the low career growth is the factor that influenced them to leave the organization.

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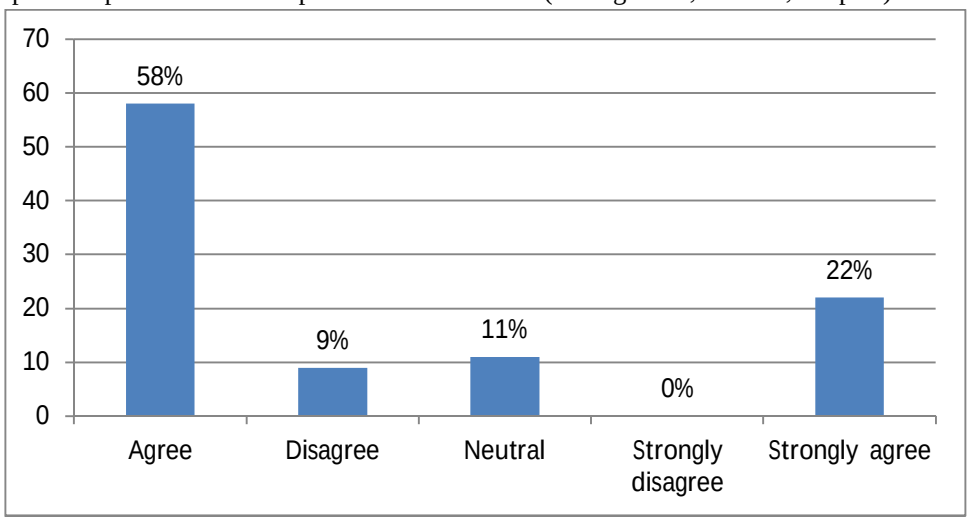
E. Implementaion Of 3 R's (Recognition, Reward, Respect) Will Increase Employee Retention

Table 5: Implementaion of 3 R's (Recognition, Reward, Respect) will increase employee retention.

Variables	No. of respondants	Percentage
Agree	58	58%
Disagree	9	9%
Neutral	11	11%
Strongly disagree	0	0%
Strongly agree	22	22%

Figure 5: Graphical representation of implementation of 3 R's (Recognition, Reward, Respect) in the organization.



1) Interpretation: Above figure:5 shows that the majority of employees i.e, 58% of employees agreed for the implementation of 3 R's in the organization. And only 9% of the employees disagreed, and 22% of the employees have been extremely agreed for the implementation.

VII. FINDINGS

A. 39% of employees given that working conditions are important, and 22% monetory benefits, and 25% internal environment for better employee retention.

B. Majority of the employees i.e, 52% of employees have been satisfied with the salary packages and monitory benefits provided in the company.

C. 57% of the employees said that Recognition and Reward are the factors that influenced them to stay with the organization.

D. 58% of the employees agreed that the implementation of three R's (Recognition, Reward, Respect) will increase the employee retention in the organization.

VIII. SUGGESTIONS

A. To improve the retention ratio in the organization the management should maintain good working conditions.

B. To improve the employee retention the management need to understand what they value the most.

C. Supervisors periodically should reinforce and support the working system in the organization.

D. HR development should provide career counselling for employees job progression.

IX. CONCLUSION

Employee Retention is an important concept that have been receiving considerable attention from HR managers. The increasing attention paid towards Retention is explained because of many reasons. Motivated employees come out with new ways of performing their tasks. They are quality oriented they are more productive. Recognition and Rewards are the major factors that influenced employees in the Nextsphere Technologies to stay with the organization. Over all working environment in the company is trust worthy. Better employee retention helps for the development of the organization,which is good in Nextsphere Technologies.

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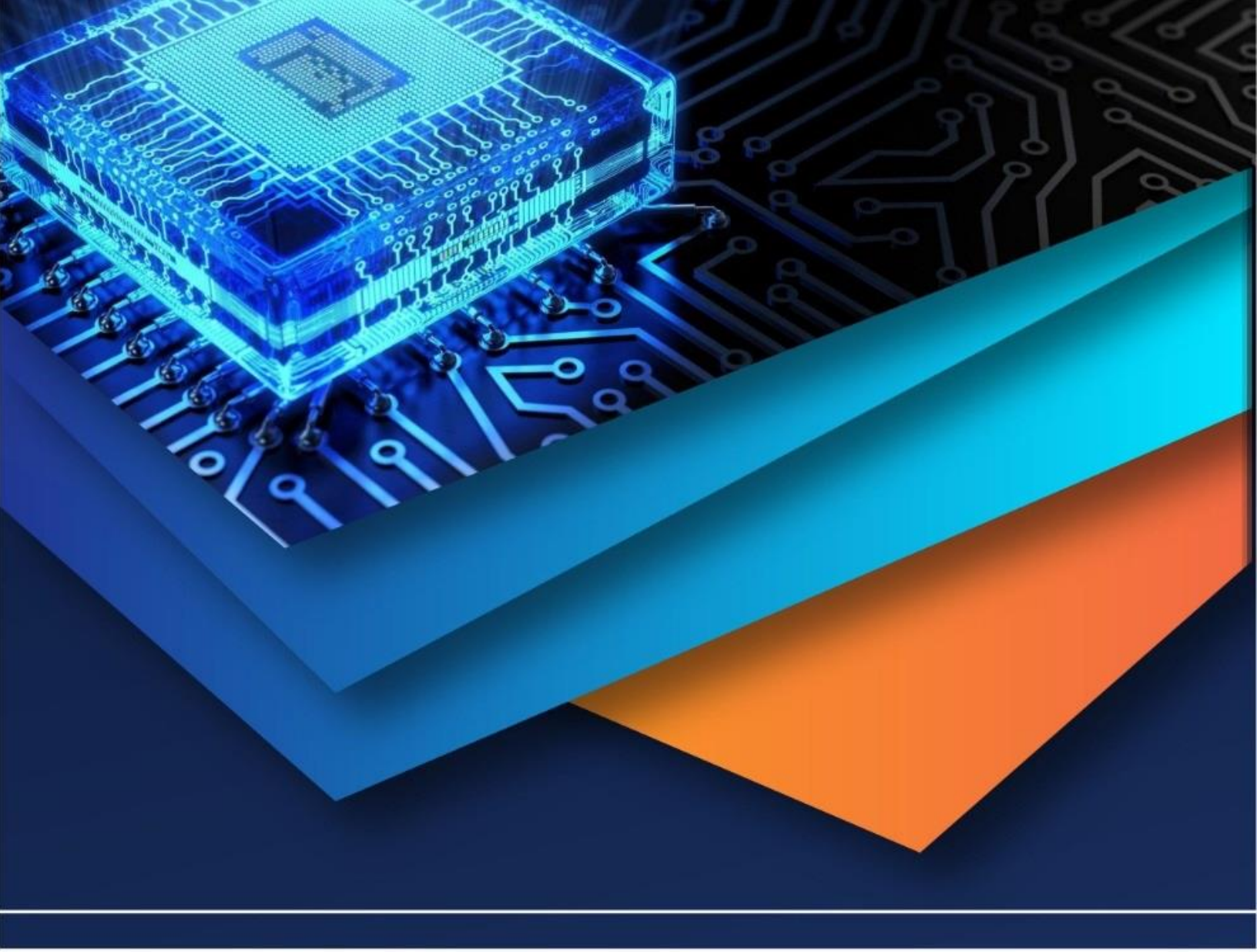

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