

EMPLOYEE RETENTION STRATEGIES AT BPO FIRMS IN INDIA

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ABSTRACT

Retention of Key employees is critical to the long term health and success of any organization. It is a known fact that retaining your best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning. The BPOs in India face an enormous challenge in reducing attrition rate and this being a nascent industry needs to draw parallels, examples from other industry practices as well as develop innovative. HR supposed to play a key role in the development and execution of the Business Strategy of an Organization. It should evolve from a transactional support role to partnering in the organization's business strategy.

KEY WORDS: Employees, Retention, key issue, BPO, Industry.
