

ABSTRACT

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Title: Employee Turnover in Call Center Firms with Implication to Human Resource Functions.

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Objectives of the Study:

A. General:

1. To know the implication of employee turnover in Call Center firms

B. Specific:

1. What is the demographic profile of Call Center Firms? In terms of Years of Operation and Number of employees?
2. What is the Demographic profile of former Call Center Agents? In terms of. age, gender, educational attainment, marital status, place of residence, present job, place of work?
3. What are the common reasons of employee leaving the firm among Call Centers through their Call Center agents?
4. What are the implications of employee leaving to various Human Resource functions?

Scope and Delimitation:

This is a descriptive study covering 50 former call center respondents. Along with their responses on the questionnaires given to them, they are required to provide their Certificate of Employment as proof that they have worked on the firm. However, because of reasons like employees' liabilities to the company and the amount of time it takes to secure such, the respondents are not able to provide them. In order to compensate for the deficiency, the researchers required the respondents to provide them their contact numbers, place of residence, and the name of the firm that they have once worked, in order to check that the information they provided are valid and they have really worked in a call center firm before.

Methodology:

The researchers used Descriptive research design survey method in explaining the results gathered. The researchers used this method because it tells “what exists” or “what is” about a certain educational phenomenon. It often involves a number of comparison or contrast. Since the study is concerned with the reasons of employee leaving among Call Center firms with Implications to Human Resource functions, descriptive research design is appropriate because it describes data and characteristics of the population being studied. Typically, answers to these questions are found through the use of survey approach.

Findings:

The following findings resulted from the study:

1. Based on the study, majority of the Call Center firms operated for more than 5 years in the industry with at least more than 1,000 employees.
2. Based on the study, majority of the respondents were from ages 20-25 with 32 or 64%. Most of the respondents were female and 84% were single. Moreover, 32% of the respondents worked at Makati. And 27 or 54% of the respondents were still working as a Call Center agent.
3. Based on the study, majority of the respondents answers that the reasons of leaving a Call Center firms are having a repetitive work with 28 or 56% followed by stress from overwork and work-life imbalance with 27 or 54% and work shifts with 25 or 50%.
4. Based on the study, every function such as Recruitment, Training and Development and Compensation and Benefits of the Human Resource is affected when employees leave their firms.

Conclusions

The conclusions were drawn based on the findings of the summary

1. The common reasons of employee leaving a Call Center firm are repetitive work, work shifts, stress from overwork and work-life imbalance. This finding compliments with what literature implies that having a repetitive work or job makes an employees loss motivation and leave the firm.

2. The implications on the Human Resource functions based on the interview with the Hr Practitioners are the following: In the recruitment function, Hr personnel are required to work harder to source for qualified applicants, especially now that such were hard to find. On the training and development function, it costs the firm too much money and time just to train newly-hired employees. Lastly, in Compensation and Benefits function, the company must increase salary and provide rewards that would motivate employees and make them stay in the company.

Recommendations

From the results gathered, the researchers came up with the following recommendation:

1. To have a program that will widen the scope of work of the Call Center agents.
2. To provide a training program that specialized lifestyle education to improve the health issues of the Call Center agents.
3. To reconstruct the Organizational structure in order to provide a better chance for an agent promotion.
4. To have a training program that will enhance not just the job related skills but the other skills that the agent could use in the future.
5. The future researchers interested to the similar study should increase the number of respondents and explore more about the Call Center industry to provide a much updated data.
6. To get more respondents so that more data will be gathered and the results will be further verified.