

# Evaluating The Effectiveness of Employee Retention Strategies

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## Abstract

Evaluating employee retention strategies involves assessing their effectiveness in keeping valuable employees, ultimately impacting organizational success. This includes understanding the reasons behind employee departures, developing and implementing retention strategies, and measuring their impact on turnover rates, productivity, and overall employee satisfaction.

### Key aspects of evaluating employee retention strategies:

- Identifying the causes of employee turnover:

Understanding why employees leave (e.g., low salary, lack of growth prospects, poor work-life balance) is crucial for developing targeted retention strategies.

- Developing and implementing retention strategies:

This can involve a variety of approaches, including offering competitive compensation and benefits, providing career development opportunities, fostering a positive work environment, and promoting open communication

- Measuring the effectiveness of retention strategies:

This can be done by tracking turnover rates, measuring employee satisfaction and engagement, and assessing the impact of retention strategies on productivity and organizational performance.

### Analyzing the results and making adjustments:

Regularly reviewing the effectiveness of retention strategies and making adjustments as needed is essential to ensure they remain effective in achieving their goals.

### Common metrics used to evaluate retention strategies: Turnover rate:

The percentage of employees who leave the organization within a specific period.

### Employee satisfaction:

Measured through surveys and feedback, indicating how satisfied employees are with their jobs.

### Employee engagement:

The level of commitment and enthusiasm employees have for their work.

### Productivity:

Increased productivity can be a direct result of successful retention strategies, as a more stable workforce is generally more productive.

- Recruitment and training costs:

- Reduced costs associated with hiring and training new employees, indicating the effectiveness of retention efforts.

## INTRODUCTION

- Employee retention 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. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees.
- Employee retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Every organization invests time and money to groom a new joiner, make him a corporate ready material and bring him at par with the existing employees. The organization is completely at loss when the employees leave their job once they are fully trained. Employee retention takes into account the various measures taken so that an individual stay in an organization for the maximum period of time.

## LITERATURE REVIEW

### 1. REVIEW OF RELATED LITERATURE

**Prof. Dr. A. Ananda Kumar (2024)**, "Employee Retention Strategies – An Empirical Research". The main objectives of the study is to understand the various factors influencing the employee for retaining them. Primary data were collected with the help of a questionnaire.

**Renu Bala (2023)**, "Role of employee retention strategies for keeping and retaining talents". The purpose of this study is to examine the effect of employee retention strategies namely employee participation, employee training, job security, work environment, employee motivation and employee-employers relationship on employee retention and employee performance.

**Munish and Rachna Agarwal (2019)**, "Employee Engagement & Retention: A Review of Literature". Aims to identify the meaning of retention and engagement of employees in the organization as well as its significance. The Data was collected via questionnaires & survey data from 191 employees

**Shaheeb Abdul Azeez (2017)**, "Human Resource Management Practices and Employee Retention: A Review of Literature". This study is aimed to identify the relationship between HRM practices and employee retention based on the literature review. A sample of 316 employees have been collected by adopting convenience sampling technique.

**Moaz Nagib Gharib and Ahmad Taha Kahwaji (2017)**, "Factors Affecting Staff Retention Strategies Used in Private Syrian Companies during the Crisis". The aim study is to exam elements influencing retention among employees in private Syrian companies during the crisis. 102 organized surveys were gathered.

**Raminder Kaur (2017)**, "Employee Retention Models and Factors Affecting Employees Retention in IT Companies". This study will attempt to study the various issues related to employee retention in IT companies operating in India. A sample of 300 employees have been collected by adapting convenient sampling technique.

**Dr. G. Brindha (2017)**, "A Study on Employee Retention Strategies with special reference to Chennai It Industry". Aims to develop a comprehensive measure to assess current employee retention strategies of IT Companies with special reference to Chennai city.

## RESEARCH METHODOLOGY

### Research Design

A research design is a set of advance decision that make up the master plan specifying the methods and procedures for collecting and analyzing the needed information. The research design is used to form a systematic structure of the research

### **Research Instrument**

A structured closed ended questionnaire was used for the data collection. It is a list of survey questions asked to respondents, and designed to extract specific information. It serves four basic purpose to collect the appropriate data, make data comparable and amenable to analysis minimize bias in formulating and asking questions.

### **Sampling Plan**

Sampling unit, sampling size and sampling proceeds are given under the sampling plan. It want to assess the Employee Retention in the organization. First step to adopt for the study is approaching company, and gave them a well- planned questionnaire .And later on passing it to workers.

### **Simple Sampling**

Simple random sampling is a basic type of sampling, since it can be a component of other more complex sampling methods. The principle of simple random sampling is that every object has the same probability of being chosen.

## **FINDINGS**

### **Percentage Analysis**

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

### **5.2 SUGGESTION**

- The organization should be paying a fair salary and other monetary benefits to the employees according to their ability and talent. Before determination of the salary, the management should also consider the inflation rate and the areas where an employee has to survive.
- Employees should be free to their work at workplace according to their own mind. There should be no interruption again and again through their supervisor or any other authority.
- There should a fair performance appraisal programme and no space for any type biasness. All the rewards and facilities have been provided on the basis of performance of the employees.
- An organization should organize training and development programme according to the need of the employees.
- The proper feedback should be taken from the employees on the different employees and organization related issues.
- There should be adequate communication between the employees and the supervisor. It is helpful to create belongingness behavior within the employees towards the organization.

### **5.3 CONCLUSION**

This research is an attempt to find the techniques for retaining the employees of the organization. It is obvious that for retaining employees in an organization, employees should be recognized and rewarded for their hard work. Organization must help the employees to maintain their work-life balance. Employees should be provided good work environment, Management support and Better pay structure.

Excellent career growth should be present in the job. Training and counseling must be provided for needed employees.

Employees should be made satisfied with their job by matching their job profiles and individual capabilities. Thus, for retaining the employees the aforesaid techniques can be followed to retain the employees of the organization.

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