

“Turnover of Front-line employees is often regarded as the most serious threat to provide excellent external customer service “

*..... – Phillips P.P.
The Bottom-line of ROI, 2002*

Welcome to Careersindia’s news update

Assessment Pulse is a monthly newsletter from the Careersindia team, which brings to you the most relevant happenings in the area of human capital assessment. We welcome your feedback and suggestions on how we can improve.



Here are this months highlights: -

- Do people make the place? – Employee Turnover
- Exit Analysis – Survey Report

*Exit in organizations is defined as **behaviour** towards leaving the organization, looking for a new placement and finally resigning.*

Employee Turnover

‘Do people make the place?’ - A question that is most significant in finding answers to employee turnover, according to Bretz Jr, Ash and Dreher, who conducted a study on attrition through the Centre for Advanced Human Resource Studies, Cornell University at New York. Thus the problem of employee turnover has received much attention from researchers in organizational science right from the 50s (Balfour and Neff, 1993).



Robbins (2005), one of the most renowned organizational behaviour scientists, has observed attrition to be one of the number of ways the employees express their job dissatisfaction.

Careersindia provides assessments for Attrition Analysis and People Engagement Studies across functions and levels.

Indian Scenario

The present scenario in India has provided a totally positive picture as far as jobs and careers are concerned. The ‘HR Consultancy’ has stated in one of the print media, that the abundant opportunity available to the Indians has strengthened the youth with confidence. The economic boom India enjoys at present has brought in plenty of job openings, indirectly encouraging youth to switch over jobs.

Organizations are not comfortable with the high rate of turnover at both lower and higher levels. The present work force is in urgency for career advancement. There are talents available in abundance. Global networking has enabled people to become career ambitious annihilating a far-sighted thought on ageing and inability, necessitating some benefits of retirement.

Attrition no longer affects only the IT Sector but is increasing at an alarming rate in the Pharma, Manufacturing and ITES sector. Therefore the situation is, even if an employee is slightly disgruntled, he/she starts looking for another job. This situation picturing a high attrition rate has caused concern to the organizations. The lifestyles necessitate more benefits, fast growth more than loyalty and commitment.



Becoming an employer-of choice often involves the issue of acquiring the best talent for the organization, motivating employees to improve performance, keeping them satisfied and loyal, developing employees so they can grow and contribute skills and ultimately retaining those employees.

– Fitz-enz, 2000

Exit Analysis – Survey Report

As part of our continuous research agenda, Careersindia conducted a nation-wide survey on attrition collecting feedback from employees leaving organisations. We have put together a Survey report on the collective findings of our analysis on Attrition in India. The survey findings depict the areas of improvement and the areas of satisfaction within the organisation.

Please click the link below to download the significant findings of our Survey.
[Significant Findings – Survey Results](#)

Each company is unique with their specific culture and practices. To know what your people like and dislike about your organisation please do [contact us](#).

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