CHAPTER 7
SUGGESTIONS

The researcher after analyzing the data available from the filled questionnaire of 344 respondents and reaching the conclusions would like to suggest the following points to the Management of Call Centers:

1. It was found that call center employee’s job profile to be monotonous in nature; it leads to boredom, fatigue and stress. The management and the human resources department can allow the call center employees to have job rotation at regular intervals. This would not only give them a change in their routine job but also groom them to take additional responsibility in other work areas.

2. The HR department of call centers can devise an appropriate career plan for its employees. The same may be communicated to all the employees at the time of joining.

3. Rewards and recognition schemes may be made available to all employees. Talented employees can be recognized and appropriately rewarded through monetary as well as non-monetary reward schemes.

4. The management of the call center can strive to bring about a proper work life balance for its employees by encouraging of annual vacations, putting the employees through time management and self development workshops, encourage employees in developing hobby
and also to introspect his / her spiritual self through meditation and yoga sessions at workplace.

5. The call centers can have resident doctors to deal with employee health problems. They can also take help of nutritionists to devise diet and health plans for its employees.

6. The call centers may refrain from using pseudo names for its employees.

7. As far as possible the call center executives may be trained in having a good vocabulary and tone. They need not be forced to adopt an ascent which is alien to them. They may be given the freedom to identify their actual name, location and nationality to the customer.

8. Call Centers may also promote Indian culture at workplace. A high sense of pride for Indian culture and customs can be felt by the employees.

9. Special training sessions can be provided to female employees on personal safety and self defense.

10. The management of call centers may plan and retain its employees who stay in the organization beyond one year. Incentives like company sponsored higher education to employees who have put in a stipulated number of years in the organization may be of help to curb employee attrition to a large extent.
11. The management of call centers may use safety mock drills often to provide the employees confidence in their safety systems.

**Contribution of this research and scope for future work.**

1. The research contribution adds to the existing knowledge in the areas of job satisfaction with respect to call center employees.

2. The research has identified indicators of motivation for call center employees.

3. Another nascent area addressed by this research was on personal security of women employees of the call centers.

4. Mental and physical health related issues were also taken up in this research.

5. This research can be used as a base for further exploration in the areas of personal security of call center employees and its effect on motivation and manpower attrition.