

NEED AND IMPORTANCE OF EMPLOYEE RETENTION-**S.Tephillah Vasantham, Lecturer, The American College, Madurai****Dr.C.Swarnalatha, Professor and Head, Anna University, Madurai****ABSTRACT:**

Employee Retention is defined as the techniques employed by the management to help the employees stay with the organization for a longer period of time. Employee retention strategies go for a long way in motivating the employees such that they stick to the organization for the maximum time. Lot of committed efforts must be taken to ensure growth and learning for the employees in their current assignments and for them to enjoy their work. Employee retention has become a sole concern for corporate in the current scenario. Individuals once being trained have a tendency to move to other organizations for better prospects. Lucrative salary, comfortable timings, growth prospects are some of the factors which make an employee to look for a change. Whenever a talented employee expresses his willingness to move on, it is the responsibility of the management and the human resource team to interfere immediately and find out the exact reasons leading to the decision.

Keywords: Employee Retention, Need for employee retention, Importance of Employee retention.

INTRODUCTION:

Individuals coming together and work in unison to achieve a common goal are called as organization. Individuals working together in an organization to earn their bread and butter as well as make profits are called employees. Employees are the backbone of an organization and contribute effectively to its successful running and profit making. An organization can't survive if the employees are not serious about it and are more concerned about their personal interests. Employee retention refers to the 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 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 stays in an organization for the maximum period of time.

NEED AND IMPORTANCE OF EMPLOYEE RETENTION:

- **Hiring is a complicated process:** The HR Professional usually shortlists few individuals from a large pool of talent, conducts preliminary interviews and eventually it's forwarded to the respective line managers who further grill them to judge whether they are fit for the organization or not. Recruiting the right candidate is a time consuming process.
- **Organizations invest time and money in grooming an individual and make him ready to work and understand the corporate culture:** A new joiner is completely raw and the management has to work very hard to train them for their overall development. It is a complete wastage of time and money when an individual leaves an organization. The HR has to start the recruitment process all over again for the same vacancy.
- **If an individual resigns from his present organization, it is more likely that he would join the competitors:** employees tend to take all the strategies, policies from the current organization to the new one. Individuals take all the important data, information and statistics to their new organization and in some cases even leak the secrets of the previous organization. To avoid such happenings, it is important that the new joiner is made to sign a document which stops him from passing on any information even if he leaves the organization. Strict policy should be made which will prevent the employee to join the competitors. This is a very effective way to retain the employees.
- **The employees working for a longer duration are more familiar with the company's policies, guidelines and they adjust better:** They perform better than individuals who change jobs frequently. Employees who spend a considerable time in an organization know the organization in and out and so are in a position to contribute effectively.
- **Every individual needs time to adjust with others:** One needs time to know his team members well, be friendly with them and eventually trust them. Organizations are always benefited when the employees are compatible with each other and discuss things among themselves to come out with something beneficial for all. When a new individual replaces an existing employee, adjustment problems crop up. Individuals find it really difficult to establish a comfort level with the other person. After striking a rapport with an existing employee, it is a challenge for the employees to adjust with someone new and most importantly trust him. It is a human tendency to compare a new joiner with the previous employees and always find faults in him.

- **Individuals sticking to a particular organization for a longer span are more loyal towards the management and the organization:** They enjoy all kinds of benefits from the organization and as a result are more attached to it. They hardly badmouth their organization and always think in favour of the management.
- **Essential for the organization to retain the valuable employees showing potential:** Every organization needs hardworking and talented employees who can really come out with something creative and different. No organization can survive successfully if all the top performers quit. It is essential for the organization to retain the employees who really work hard and are indispensable for the system.

CONCLUSION:

The management must understand the difference between a valuable employee and an employee who doesn't contribute much to the organization. Sincere efforts must be made to encourage the employees so that they stay happy in the current organization and do not look for a change.

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