

# Employee Retention Strategies and its Effectiveness of on Mobile Privale Limited, Bangalore

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## Abstract

*In the current competitive business landscape, employee retention is a key element of a successful organization. It is the capability of an organization to keep skilled and talented workforce for extended duration. A high employee turnover rate poses a risk for organizations to lose productivity, incur recruitment and training expenses, and experience a volatile workforce. Retention strategies like competitive pay, employee recognition, career development options, training and development opportunities, and a positive workplace culture are utilized to boost employee satisfaction and engagement. HR departments are instrumental in helping to implement these strategies by fostering communication, resolving employee complaints and enhancing human resource management relationships. Good working conditions and career growth are promoted and staff stay loyal to the company. Retaining employees benefits the organization in terms of organizational growth, efficiency, and long term stability as well as employees' satisfaction and career development. Hence, retention of employee is regarded as one of the key factors in the success of an organization and maintaining competitive advantage. Did you know that HR professionals can boost their company's performance by 30% by merely increasing employee engagement? Think HR, performance and a boost of 30% just by increasing employee engagement.*

## Introduction

Employee Retention is the capacity of an organization in terms of retaining its employees for a long duration. Finding and keeping a candidate of value is a major challenge for businesses in today's competitive business environment. There are a few different approaches to retention strategies that help companies encourage positive employee attitudes, satisfaction, and decrease employee turnover. Retention is beneficial for both staff and the organization because it fosters a positive workplace and boosts productivity. Employee retention strategies involve employee recognition, career path progression opportunities, compensation, training, and a positive

work environment. These practices will enable the employees to stay loyal to the organization and be effective in achieving the success of the organization. Frequent staff turnover can lead to hiring and training expenses, and efficiency losses to the organization. Employee issues are a significant responsibility for human resource (HR) departments in retaining staff, as they strive to resolve grievances, enhance staff member-management ties and keep employees happy. Having a good work environment, communicating well and providing opportunities for growth helps employees remain with the company longer. In conclusion, employee retention is crucial for the success and stability of any organization, as valuable and motivated staff members are instrumental in the development of any company.

### Literature Review

Nguyen & Duong (2020) focused on factors influencing employee retention among young employees with the main factors being training and development, job satisfaction, and job performance. The results showed that all three factors are significant in improving the retention of employees, and training and development is the most influential of all the factors. The study by Igbinoba et al (2022) highlighted that retention strategies for employees are crucial in boosting organizational performance. Based on the data gathered from employees, the study reveals that effective HR practices play a significant role in keeping the qualified staff and other people on the job and also help organizations to accomplish the long-term goals.

Babatunde & Onoja (2023) discussed the effectiveness of Employee retention strategies in reducing employee turnover. The researchers said that employees are assets and that employers need to develop policies that will make them want to stay longer. The study also pointed out that investment in human capital can only be advantageous if the employees are committed to the organization. The study by Nthravathietal (2021) centered on the significance of Human Resource Management in turning into employees to stay. It addressed how HR plays a role in retention by focusing on employee benefits, adherence to labour policies and strategic recruitment. The study found that good HR practices contribute to the stability and productivity of an organization. In this study, employee turnover intentions in banking industry in Jordan were studied. The results revealed that the HRM practices like compensation, promotion, training and development, and performance appraisal are significant factors to decrease the intention to quit. A key determinant in keeping employees was noted as being the satisfaction with their career.

### Research Methodology

The study is descriptive research study which is used to systematically evaluate the employee engagement level at Clovion Tech Solution Private Limited. The title of the study is Employee retention Strategies and Its Effectiveness of Onmobile Privale Limited, Bangalore. The study was conducted over 3 months starting from 7th January 2026 until 6th April 2026. Structured questionnaires were used to gather primary data from the employees. Secondary data was collected from books, research journals, company reports and online sources. The population of the study consists of 200 employees at the organization. The sample size was determined using the Yamane formula:

$$n = N / (1 + N(e)^2)$$

Where N = 200

and e = 0.05, n ≈ 133

The sample size calculated is around 100 respondents. Simple random sampling was used to ensure each member of the population had an equal chance of selection. The primary aim of the research is to gain an understanding of the current status of employees' engagement and

to determine the factors affecting their engagement which include job satisfaction, leadership support, recognition, communication, teamwork, work culture and work-life balance. Primary and Secondary data were used to achieve the purpose of the study. The primary data was gathered first hand from employees through the use of questionnaires, personal interviews and observational methods to gain insight into their experience and opinion on employee engagement. The data collected for this research was secondary data that was gathered from books, journals, company records, websites and online articles.

### Objective of the Study

- To have an understand an employee retention strategies adopted in onmobile global limited
- To create an awareness amongst employees and to understand the designation specific growth strategies.

### Limitations of the Study

The study sample size is 200 employees, which could not represent the views of all employees in the organization.

The information gathered is from a combination of employee opinion and feedback, which may be subjective and/or biased and can have an impact on the accuracy of the data gathered the results.

It is also known as regression and factor analysis. In statistics, regression analysis is a set of statistical models that allow the examination of the relationship between one dependent variable and more than one independent variable. This study employs regression analysis to determine the effect of the employee retention strategies on employee engagement and retention.

### Hypothesis

The null hypothesis is: Employee retention techniques have no significant effect on employee engagement.

H<sub>2</sub>: Employee retention strategies significantly affect employee engagement

**Table 1 Employee Retention Factors Influencing Employee Engagement**

Variables	Beta Value	Sig Value	Interpretation
Career growth opportunities	0.286	0.001	Significant
Compensation benefits	0.198	0.012	Significant
Employee wellness initiatives	0.245	0.000	Significant
Supervisor support	0.221	0.004	Significant
Flexible work arrangements	0.267	0.000	Significant

**Source: Primary Data**

The regression analysis shows that work-life balance programs, career development courses, salary and benefits, employee wellness programs, supervisor support and flexible work arrangements significantly contribute to employee engagement and retention. The results show that there is a relationship between improving employee satisfaction and decreasing employee intention to leave for organizations that focus on employee well-being and flexibility.

### Factor Analysis

A statistical method that condenses a large number of variables into a few underlying factors on the basis of inter-variable relationships is called factor analysis. The aim of this study is to

use factor analysis in order to find out the major dimensions affecting employee retention and organizational commitment.

**Hypothesis**

The hypothesis is that there are no significant relationships between the factors of employee retention and organizational commitment.

**Table 2 Employee Retention Factors Affecting Organizational Commitment**

Variables	Beta	Sig	
Career advancement	0.328	0.000	Significant
Compensation satisfaction	0.291	0.002	Significant
Employee recognition	0.305	0.001	Significant
Work flexibility	0.276	0.004	Significant
Organizational support	0.398	0.000	Significant

**Source: Primary Data**

Factor analysis results showed that the factor having the greatest impact on employee retention was work-life balance, organizational support, career advancement, compensation satisfaction, and employee recognition. Of these factors, “work-life balance” and “organizational support” had the greatest positive impact on employee commitment and long-term retention.

**The Results of the Study. Results from the Study.**

The majority of respondents, 56.96% of the respondents are female employees, while 43.04% are male employees.

The majority of the respondents are from the age group of 25-34 years and 18-24 years, which is quite young age of the work force.

Most of the employees are married and have one or two children.

A large proportion of the workforce is relatively young (1-3 years of experience) and is still developing.

The majority of the employees on the general shift, compared to those on the first, second, and night shifts.

Many members of staff are very confident that they are given adequate time off for personal reasons.

The overwhelming majority of all respondents believe that the company’s leave policies are helpful to their personal and family life.

Employee wellness programs (including mental health and fitness programs) were very well received.

Employees have positive attitudes towards the work flexibility of the organization and adjustability of hours of work.

A large proportion of respondents are happy with the existing policies of the organisation.

Regression analysis showed that employee retention strategies are significant in improving employee satisfaction and retaining them.

Retention variables were grouped into major dimensions through factor analysis which included compensation, organizational support, and career growth.

**The Study consists of suggestions**

Improve communication of compensation, promotion, appraisal policies to make them more transparent and trustworthy to employees.

The company should offer more training and development activities to enhance the professional capability of staffs and their career development.

Regular review of salaries and benefits should be conducted to make sure they are competitive to industry norms and employee expectations.

The management needs to concentrate on improving employee engagement by being supportive and managing with participation.

Flexibility in work and work-life balance programmes to assist employees in managing their personal and professional needs should be increased.

Employee wellness programs (stress-management, counseling, health awareness activities, etc.) should be improved.

Improvement of recognition and reward systems should be carried out to encourage employees and improve employee retention.

Feedback processes should be established as part of regular staff communication to allow management to promptly know and deal with the concerns of their staff.

To lessen employee turnover intention, opportunities for career advancement and clear promotion policies should be implemented.

### **Conclusion**

The study finds that employee retention strategies are important factors that contribute to employee engagement, satisfaction, motivation and long-term commitment in OnMobile Global Limited, compensation, wellness programs, manager's support and career development opportunities have a significant impact on employee retention. The results indicate that employee-oriented HRM practices are significant variables which can be used to curb employee turnover and improve organizational performance. It is, therefore, vital to continually evolve the policies and programs that retain employees to maintain a stable workforce and organization.

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