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BLOOMSBURY

Employee Engagement at PS Retail

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ABSTRACT

Employee Engagement is the level of commitment and involvement an employee has towards his organisation and its values. An engaged employee is aware of the business context and works with colleagues to improve performance within the job for the benefit of the organisation. Since employee engagement plays a crucial role in the overall employee performance, job satisfaction, attrition rate, customer satisfaction as well as business performance, it is important to create an environment in which employees offer most of their potential. This case will identify the various ways in which Employee Engagement may be increased in the organisation.

Keywords: Employee Engagement, Retail, Job Satisfaction, Involvement, Commitment, Retention

INTRODUCTION

A few months ago, Jai Mehta was considering a career shift and finally ended up joining the PS Group. After 8 long years of working in Everston Associates, a leading financial services firm, he joined PS Retail. The PS group was one of the largest business conglomerates and their retail arm was performing quite well. A part of his key responsibility area (KRA) was to ensure employee happiness in the zonal office where he was stationed, as well as the various stores that operated under PS Retail in that zone.

To make himself familiar with the organisation and know his way around, he took a walk around the office. This was when he saw the suggestion box for the first time. It looked as if it had not been opened for a while. He called Samantha from the Finance department who was passing by. He inquired whether the suggestion box was active and after what period of time it was opened to have a look at its contents. Samantha had no answer to it. Assuming that others in the Human Resources (HR) department might have an answer, he quickly circled his way back to inquire about it. Surprisingly no one in the HR department had any clue.

Jai instantly knew something was amiss. Determined, he went to the security guard who kept all the keys. When the suggestion box was opened, Jai found quite a few letters stored

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