

EXAMINING THE EXIT INTERVIEW IN THE CONTEXT OF EMPLOYER BRANDING

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ABSTRACT

Companies use exit interviews to find out why employees leave, what factors contribute to employee turnover, and how to keep good employees around. Who should conduct exit interviews, how should they be conducted, when and where should they take place, and how can the organization successfully use the gained information? These are the main elements that the study focuses on. As far as management science is concerned, the hardest thing to do is to find a job that makes a really unhappy person happy. Nevertheless, the biggest obstacle is finding the perfect job for the right person. Both the employer's and the employee's reputations are considered when an employee is fired.

A total of thirty employees were surveyed as part of the study. Out of the five IT divisions, six individuals were chosen to represent each organization. Based on the information these workers supplied, pie charts were made.

Keywords – Exit interviews, Improving Working Conditions, Employee Turnover, Brand Image.

INTRODUCTION

Human resources uses exit interviews, which are surveys, to collect data from employees who are leaving the company. Reasons provided by employees for leaving. Things they appreciated most about working for the company and things that may use some tweaking Exit interviews are most effective when data is collected and monitored over an extended period of time.

The departure interview is one of the final things a departing employee does before leaving their job. An effective method for studying employee turnover is the exit interview. The purpose of an exit interview is to gain a better understanding of the employee's work history and the factors that led to their decision to leave the company. The interview can be informal or more organized and official, depending on the situation. A variety of topics, including the reasons for leaving, might be discussed in such interviews.

A wide variety of topics may be discussed in such an interview, such as the reasons for leaving, thoughts about the firm and its management, level of job satisfaction, working conditions, company culture, training received, and potential career chances. The purpose of conducting departure interviews is to provide employers with information that can aid in future preventative efforts.

In most cases, a member of human resources or another neutral third party handles them, increasing the probability that the employee will be forthright rather than concerned about buying favors.

A variety of methods exist for conducting departure interviews, including online platforms, telephone, in-person meetings, or even just paper and pencil.

What is Exactly Exit Interview Means?

A minimum of one executive who has been invited specifically to conduct the exit interview or a representative from the human resources management department must accompany an individual who chooses to leave the corporation.

Usually, an employee's dismissal is the trigger for an exit interview. The interview is scheduled for the employee just before they officially depart from the company. In order to solve organizational

problems and stop more resignations, the data gathered from these interviews can be used.

REVIEW OF LITERATURE

To paraphrase Mitchell, Brooks, and Lee, "people voluntarily leave companies for a variety of reasons or decide to quit" (2001). Turnover, as described by Stovel and Bontis (2002) as employees moving between employers and the job market, could include this option.

Work satisfaction and other employment opportunities are two of the most important elements that Mitchell, Brooks, and Lee (2001) state impact an employee's choice to voluntarily quit their job. In human resources, a survey given to an employee as they leave the firm is called an exit interview. The data collected from each survey helps us understand what makes employees leave, what they liked most about their work, and where we can make the most progress in terms of performance. Exit interviews are most effective when data is collected in a systematic way and then tracked over time. Leaving interview questions shouldn't be nerve-wracking.

It is the responsibility of the human resources department to oversee employee benefits as well as the hiring, screening, and training of job applicants. As businesses reorganize to obtain a competitive edge, human resources (HR) plays an increasingly important role in assisting these entities in adapting to the ever-shifting market conditions and meeting the rising need for top talent.

In 2017, Mr. Bharthvajan R. first appeared onstage. To better understand employee satisfaction, identify reasons for employee turnover, and hold on to top talent, businesses use exit interviews. This article takes a look at exit interviews, what they are, why they're helpful, how to do them, when and where they should be conducted, and how to use the knowledge gathered to make the company better. Allocating people to the right jobs strategically is, arguably, the most basic art form in management science. The most challenging aspect is helping unhappy people find a position that is a good fit for their preferences and needs.

It was published in 2016 by Sunita Shukla. In their study, they emphasized the importance of considering retention tactics to meet the specific demands of the firm. To reduce employee turnover and have a steady staff, businesses must implement employee-centric policies and procedures and implement innovative employee welfare program strategies, according to the study's authors. She learned that investigating a transparent and equitable method for assessing fares is crucial.

OBJECTIVE OF THE STUDY

- To explore strategies for enhancing retention rates and reducing attrition levels.
- To assess the possibility of managerial progression and succession preparation.
- To analyze the organizational causes that led to the employee's leaving.
- To examine the variables that contribute to frequent employee turnover in order to develop effective solutions.

RESEARCH METHODS

Descriptive research: In this investigation, a descriptive research design was implemented. It comprises empirical evidence and surveys that diverge from the prevailing conceptualization of research design. The researcher has no control over the factors under investigation and can only report on what has occurred or is occurring at the moment. This is the linchpin of this methodology.

Sampling Size: Six individuals were selected from each of the five IT organizations in Hyderabad to comprise the thirty personnel selected for the study.

Sampling method: Convenience sampling was employed to select the samples for this inquiry.

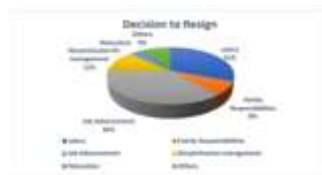
DATA SOURCES:

1. **Primary Source:** To collect data for this study, I distributed questionnaires and conducted interviews with authoritative individuals from several departments. The selection of primary data sources is essential while participating in debate and observation.
2. **Secondary Source:** Secondary data is derived from the organization's records pertaining to selection and recruitment. Newspapers, journals, literature, publications, and legal documents specifically focused on management books, HR, business, and employment law.

3.DATA ANALYSIS

1.Please indicate reasons below, which contributed to your decision to resign your current position

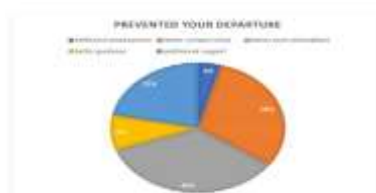
- a. Salary b) Family Responsibilities
- b. c) Job Advancement
- b. d) Dissatisfaction management
- c. e) Relocation f) Others

**INTERPRETATION**

31% of participants resigned due to inadequate compensation, 8% for familial obligations, 36% to advance their careers, 12% for poor management, 4% for relocation, and 9% for additional reasons, as indicated by the pie chart. The provided data indicates that the primary factor motivating the departures of respondents from their employment was the pursuit of professional development.

2.What are the circumstances would have prevented your departure?

- a. Additional employment b) better compensation c) better work atmosphere
- d) better guidance e) additional support

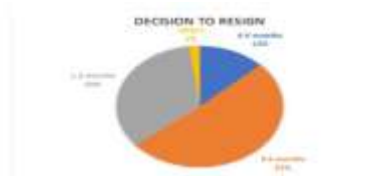
**INTERPRETATION:**

The data depicted in the pie chart reveals that a substantial majority of participants in our departure surveys conveyed a desire for an enhanced work environment. 35% of participants reported a positive change in the work environment, 9% in the direction, 22% in the support, and 4% in employment.

3.At approximately what point in time did you begin making your decision to resign?

- 1) 6-9 months
- 2) 3-5 months
- 1-2 months
- 4) others

Sl. No.	Decision to resign	Respondents
1	6-9 months ago	13
2	3-5 months ago	51
3	1-2 months ago	34
4	Others	2

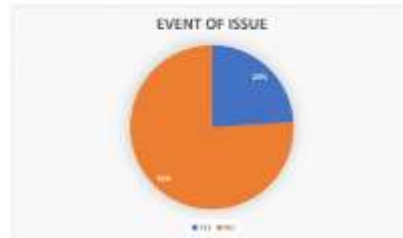
**INTERPRETATION:**

The preceding pie chart illustrates that 51% of employees resign from their jobs within three to five months, 34% within two to three months, and 13% within six to nine months. However, just a small 2% of employees make a decision before that time. Based on the previously reported data, the resignation rate among employees varies between 3% and 5%.

4. Was there a specific event of issue that provided your resignation

a) Yes b) No

Sl. No.	Event of issue	Respondents
1	Yes	24
2	No	76



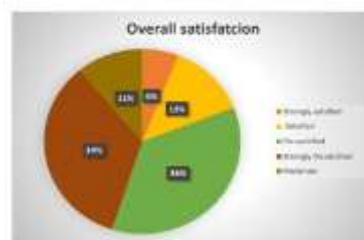
INTERPRETATION:

According to the pie chart shown earlier, 24% of the participants ascribed their absence to a specific incident or concern, while 76% stated that no such event took place. The data above suggests that most respondents did not submit their resignations as a result of a specific incident or concern.

5. Overall satisfaction and enjoyment in your current position?

a) Strongly satisfied b) Satisfied c) Dissatisfied d) Strongly Dissatisfied e) Moderate

Sl. No.	Overall satisfaction	Respondents
1	Strongly satisfied	6
2	Satisfied	13
3	Moderate	11
4	Dis-satisfied	36
5	Strongly dis-satisfied	34



INTERPRETATION:

The preceding pie chart illustrates that 36% of the respondents express dissatisfaction with their current employment, whereas 13% report satisfaction, and 11% indicate just moderate satisfaction. A significant proportion of participants express dissatisfaction with their present level of happiness or contentment, as evidenced by the previously presented data.

6. Are you open to the idea of rejoining the organization at a future date?

a) Yes b) No



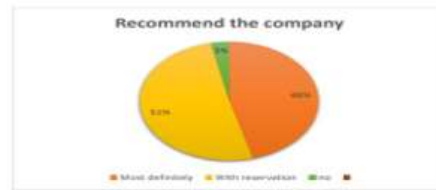
INTERPRETATION:

According to the pie chart, just 17% of the respondents gave a negative response to the question "yes." Based on the findings of the study indicated earlier, most participants are satisfied and grateful for

their current situation.

7. Would you recommend the company to a friend?

a) most definitely b) With reservation c) no



INTERPRETATION:

The preceding pie chart illustrates that 24% of respondents expressed a willingness to do it without hesitation, while 51% indicated a willingness to do it with some reluctance. Only 3% of respondents stated that they would not do it. The data indicate that a significant majority of respondents would unequivocally suggest the company to a friend.

4.FINDINGS

- After two quarters, most employees plan to leave the organization because of the lack of prospects for career progression.
- Most participants expressed their intention to stay in exchange for higher remuneration and improved perks.
- Their main incentive for traveling was to enhance their financial profits.
- Employees have indicated their willingness to voluntarily leave from their positions without providing a reason if they think that the business is treating them unfairly.
- Approximately 84% of the labor force indicated a desire to retire in the future.
- They had ample possibilities to acquire knowledge while engaged in their profession.

SUGGESTIONS

- Determine the human resources-related issue.
- Take into account the employee's perspective on the practical work.
- Obtain information about the leadership and effectiveness of massage therapists.
- Examine the incentive protocols, remuneration frameworks, and personnel prerequisites of motivating enterprises.
- Cultivate a formidable legion of dedicated advocates for the purpose.
- Accelerate innovation by developing ideas to strengthen the firm.

CONCLUSION

While working on the project, I became aware of two distinct options.

HR End: One of the main excuses for not conducting exit interviews is that they are not implemented properly. Lack of enthusiasm for exit interviews reduces the incentive to retain or improve employees. It is possible that the employer will be present throughout the interview, so be prepared to gain insightful insights.

Always do it face to face.

- Stand up for honesty.
- Ask pertinent questions in appropriate settings at all times.
- Maintain a team whose sole purpose is to hold on to top performers.
- Do your best to maintain your employer's reputation.

Employee End:

Employees may be perplexed by the leaving interview procedure. Perhaps the most challenging aspect of being an employee will be maintaining a careful but moral approach. Being forced to be honest can lead to a loss of control and potential injury, even if anger isn't always present in these situations.

- Keep your references in mind.
- When an opportunity arises, make the most of it.

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