

A STUDY OF EMPLOYEE ENGAGEMENT ACTIVITIES AT ZAIGOINFOTECH PVT LTD ,CHENNAI

Submitted in partial fulfilment of the requirement for the award of

BACHELOR OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC|12B statues by UGC| Approved by

AICTE

Jeppiaar Nagar , Rajiv Gandhi Salai , Chennai – 600 119

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MAY 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be university)

(Established under section 3 of the UGC Act,1956)

Jeppiaar Nagar ,Rajiv Gandhi Salai,

Chennai -600119.

BONAFIED CERTIFICATE

This is to certify that this project report is the bonafide work of **M .TANYA JOSPHINE(39280029)** who has done the project work entitled “ **A STUDY OF EMPLOYEE ENGAGEMENT ACTIVITIES AT ZAIGOINFO TECH PVT LTD IN CHENNAI**” under my supervision from December 2021 to April 2022.

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DECLARATION

I **Ms. TANYA JOSPHINE M** hereby declare that the Project Work titled **“A STUDY ON EMPLOYEE ENGAGEMENT AND EMPLOYEE OPINION SURVEY AT ZAIGO INFOTECH IN CHENNAI”** is the original work done by me and submitted to the Sathyabama Deemed University in partial fulfilment of requirements for the award of Bachelor of Business Administration under the guidance of **MS M JAYASEELY (INTERNAL)**

Date:

Place : Chennai

signature of the candidate

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I convey my thanks to **Dr. Bhuvaneshwari, MBA., Ph.D., Dean – School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., MBA., Ph.D., Head of Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

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Tanya Josphine. M

ABSTRACT

The Project work is mainly concentrated on the Recruitment Process, Employee Engagement and Employee Opinion Survey conducted by the Human Resources Department at ZAIGO INFOTECH in Chennai.

Employee engagement is level of involvement and commitment on behalf of an employee's level of participation in their organization and its values. The concept of Employee Engagement is a global concept. It is the combination of satisfaction, job involvement, organizational commitment and intention to stay with the organization for a longer period of time. It has been a positive two way relationship between employee and their organization, where both are aware of their own and others needs and support each other to fulfill these needs. Disengagement from the organization denotes that employees are not focused on goals of the organization mentally and physically.

An engaged employee is aware of business context and works with colleagues to improve performance within the job for the benefit of the organization. Employee Engagement directly linked with the productivity, employee turnover, and profitability. Hence every organization should focus on Employee Engagement.

Employee Opinion Survey provides valuable information on what employees think about a company, its strategy and values, as well as their day-to-day work experience. It enables teams to identify learnings and insights, and highlight areas worth celebrating and opportunities for improvement.

At the end of the day, the data we get through the Employee Opinion survey is a conversation starter. It enables us all to have a starting point for team dialogs and get insights or work on actions together, allowing us all to listen and engage continuously with one another.

The main **objective** of this project is to study the process of Recruitment, Employee Engagement and Employee Opinion Survey which helps the organization to know the level of satisfaction of the employees at various hierarchical levels, Leadership, Team, Work Life balance, Future & Strategy, Digitalization and values.

The **descriptive method** is used as research design to conduct the research. The simple **probability random sampling technique** is used to conduct the study. The population of this particular project is 120. The sample size is limited to 50. The data were collected from both **primary and secondary sources** The **Limitation of study** – Due to current COVID-19 partial Lockdown and Work from home scenario the Primary data was obtained from staff of Zaigo Infotech. The secondary data were collected from internet

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CHAPTER – 1

EMPLOYEE ENGAGEMENT

1.1 INTRODUCTION

Engagement at work was conceptualized by Kahn, (1990) as the „harnessing of organizational members” selves to their work roles. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances. The second related construct to engagement in organizational behavior is the notion of flow advanced by Csikszentmihalyi (1975, 1990). Csikszentmihalyi (1975) defines flow as the „holistic sensation” that, people feel when they act with total involvement. Flow is the state in which there is little distinction between the self and environment. When individuals are in Flow State little conscious control is necessary for their actions.

Employee engagement is the thus the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee.” Thus Employee engagement is a barometer that determines the association of a person with the organization.

Engagement is most closely associated with the existing construction of job involvement (Brown 1996) and flow (Csikszentmihalyi, 1990). Job involvement is defined as „the degree to which the job situation is central to the person and his or her identity (Lawler & Hall, 1970). Kanungo (1982) maintained that job involvement is a „Cognitive or belief state of Psychological identification. Job involvement is thought to depend on both need saliency and the potential of a job to satisfy these needs. Thus job involvement results form a cognitive judgment about the needs satisfying abilities of the job. Jobs in this view are tied to one’s self-image. Engagement differs from job in as it is concerned more with how the individual employees his/her self during the performance of his / her job. Furthermore engagement entails the active use of emotions. Finally engagement may be thought of as an antecedent to job involvement in that individuals who experience deep engagement in their roles should come to identify with their jobs. When Kahn talked about employee engagement he has given important to all three aspects physically, cognitively and emotionally. Whereas in job satisfaction importance has been more given to cognitive side.

HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the about work experience and how he or she is treated in the organization. It has a lot to do with emotions which are fundamentally related to drive bottom line success in a company. There will always be people who never give their best efforts no matter how hard HR and line managers try to engage them. “But for the most part employees want to commit to companies because doing so satisfies a powerful and a basic need in connect with and contribute to something significant”

1.2 VARIOUS EMPLOYEE ENGAGEMENT ACTIVITIES DONE AT ZAIGO INFOTECH:

Below are the list of Employee Engagement activities done at Zaigo Infotech.

- Team Huddle
- Performance Dialogue
- Birthday Celebrations
- FriYAY Activities
- Festival Celebrations

Team Huddle:

There’s a direct link between employee advocacy—loving the job and the workplace—and customer loyalty. Employees become advocates only when they feel that they have the autonomy to learn and grow and that their company really cares about their perspective. Among some entrepreneurial companies whose employees do go the extra mile, a common feature is a regular employee huddle. By huddles, I don’t mean staff meetings but rather regular peer-to-peer discussions, usually no more than 15 to 30 minutes daily or weekly, designed to support a self-directing, self-correcting workforce. Supervisors participate, but they don’t run the show.

Some huddles focus on recent customer feedback to call out a great interaction that delighted a customer or to explore a problem and share ideas for how to fix it. Others focus on coordination issues to prepare for a big event. Process huddles focus on key performance indicators—such as first-call resolution for a call center or sales for a store—so that the team can discuss opportunities for improvement. Huddles help team members to work together rather than separately. People talk about issues that they have been struggling with and compare notes about possible solutions. They commit to making improvements and hold one another accountable for taking action.

Huddles give teams a chance to identify issues that require the attention of another function or level of the organization. Someone mentions a corporate procedure he believes needs to be changed, and others chime in that they've run into that same issue. The supervisor's job isn't to defend the policy, it is to channel concerns and suggestions like these to the leaders who can make the necessary decisions. At a growing company, huddles are an effective way for people to get to know each other better. They come to feel that they have support from their colleagues and a place to take their concerns.

Performance Dialogue

Performance Dialogue, also known as PD for short, is a documented and time sensitive conversation between the supervisor and the employee that ensures organizational effectiveness and staff engagement.

It is a structured dialogue between line managers and employees that focuses on clarifying goals and expected performance. It also aims to follow up on the work, adjust the direction when needed, manage changes and ambitions as well as setting salary. In the dialogue, you have an opportunity to discuss what a sustainable career development means and how to create an optimal work environment.

Performance Dialogue is a highly sensitive task to acquire. Every employee is so unique, and, every individual's psyche is embedded with multi-fold issues of complexity. Performance management is often viewed as unwanted by several bosses, since they own limited skill set to deal with the human psyche. Feedback and feed forward are crucial elements of the performance management system, and, the time is ripe for Indian organizations to seek support from psychologists to update their executive's contemporary knowledge base and skill set, and, inculcate the mindset to learn the process of performance dialogue.

Birthday Celebrations

Workplace celebrations range from monthly birthday parties to rewards for company accomplishments. The benefits of the celebrations go beyond the enjoyment of the party itself. Your employees gain intangible rewards from the group events, whether they take place during work or after hours. Understanding the benefits of the company celebrations helps you justify spending the time and money on the events.

Celebrations give your employees recognition for accomplishments and milestones in both business and their personal lives. Being recognized for those accomplishments shows employees that you pay attention to what they're doing at work and value their contributions. By have celebrations for personal events like birthdays, weddings and new babies, you show that you take a personal interest in your staff. Most people like to be recognized for their accomplishments, and the workplace celebrations give you a platform for providing the appreciation.

FriYAY Activities

FriYAY team activities are done on every Friday (weekends) at Zaigo Infotech. Small team activities, games are conducted within different teams at the office. This helps the team members to be more motivated and builds team relationship.

Festival Celebrations

Festivals have become a big part of the office culture nowadays. Most organizations celebrate festive occasions with all the rituals and traditions in an extremely enthusiastic manner. Festive celebrations at workplace are most welcome because they provide a respite from the routine. "Let's face it; office does tend to get monotonous at times. Festivals add a dash of fun and color. Festive celebrations at the workplace help break existing hierarchies and boundaries. "This is one of the few occasions when people let their guard down and are willing to mingle. The entire mood is light and laidback. The usual office rules don't apply, and everyday dynamics are ignored.

CHAPTER 2

INDUSTRY PROFILE

2.1 INTRODUCTION:

Web and Mobile Application Development - Every day the new devices are incoming to the market with innovative options thanks to growing technology. The evolution of mobile application development technology with new devices made our lives much easier. In the smartphone world, simply having a running web site is not enough. Regarding a recent study, it has shown that about 45% and more of Google search happens using smartphones. The number is spectacular and there is a growth within the mobile business. Being obtainable on an internet-enabled device is needed for every and each business which has given the kicking start to mobile application development.

Website Design and Digital Marketing Services - Digital marketing services are professional services that help market or advertise your business online, like through search, social media, and paid channels. They focus solely on digital channels versus traditional marketing channels like print or television.

INDIAN DIGITAL MARKETING INDUSTRY

India is the fastest-growing Internet Advertising market in the world at a CAGR of 18.8% during 2020-2025. Growth in mobile ad revenue overtook wired revenue in 2019 and is expected to be 74.4% of the total internet advertising revenue of INR 30471 Cr by 2025. The digital marketing sector is booming and expecting to grow at 27% in 2020 to cross the 17,000 crores mark. In 2020, India has around 700 million internet users, and the numbers are expected to grow to over 970 million users by 2025.

Scope of the Indian Digital Marketing Industry

The scope of digital marketing in 2020 and 2021 has seen drastic growth. When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India, it has the 2nd largest number of internet users in the world. By 2023, the number of active Indian internet users will grow to almost 666 million. As a consequence of so many people online, we saw an increase in the consumption of data. Earlier a user consumed approximately 500MB to 1GB monthly data in 2016, whereas an average user is recorded to utilize around 13.5GB of monthly 4G data in December 2020. This number further grew by 20% as an increased number of people started subscribing to various platforms for video consumption as well other dependencies on the Internet.

Another significant impact of covid-19 has been the tremendous growth of OTT platforms which resulted in being one of the fastest-growing markets in India. The lockdown elevated the consumption of content on the OTT platforms right from 181 billion minutes to almost 204 billion minutes in the last 365 days. Further, more shocking was that the search volume per month for 'digital marketing courses' was nearly 60,500 in the month of May 2019 and it further experienced a whopping growth rate of 49.5%, which means 90,500 searches for it in May 2020, right when we were at the peak of the pandemic. This shows that people are realizing the importance of digital marketing and are showing interest in pursuing a career or knowledge in this field.

As reported by Dentsu Aegis Network, the total advertising industry of India in 2019 was valued at INR 68,475 crores and it was calculated to be INR 75,952 crores by the end of 2020. That's a massive 10.9% growth rate. This goes on to showcase that even during the pandemic, there was an increase in the amount of money that was channeled into advertising, especially the digital channels. Companies are giving so much importance to digital marketing that some of the biggest ones are restructuring their marketing budget to shift their focus to digital.

2 .COMPANY PROFILE

ABOUT ZAIGO INFOTECH

Zaigo Infotech offers web and mobile application development to website design and digital marketing services with the help of verified methodologies and processes. Our team has passionate and enthusiastic designers, programmers, and marketing professionals to provide industry-best solutions and top-notch quality services with support and maintenance depending on the needs of the business. We assure that our technology solutions are futuristic and empower you to be the leader in your business domain. Our team will deliver the best PHP framework and application Integration services as we have proficient developers with extensive experiences in the IT field.

Zaigo Infotech is an experienced company with a team of passionate and dedicated team of designers, developers, programmers, writers and managers. We work together to solve real life challenges by offering best technology solutions. Our mission is to provide innovative technology solutions to our customers to enhance their business growth. Our vision is to build great technology products which can transform people lives.

Most of you may have unique tech ideas and may be dreaming of turning them into profit earning businesses. Our team of experts at Zaigo Infotech will analyses the ins and outs of your business and deliver the highest quality technology solutions to make your dream a reality. We are a one stop web, mobile and digital solution company to help overcome the challenges of your business. Connect to us and we assure that we'll definitely celebrate your success together.

Our Process

We follow a defined process for the complete application development life cycle from the initiation to the deployment in production and support. We have a technically strong team with several years of experience and updated knowledge. Our team of Business Analysts, Project Managers, scrum masters, developers, designers and testers who work collaboratively to develop and deliver unique web applications.

Project Scope

Defining the scope of the project is a critical step. Without a well-defined project scope, no matter how efficient, how effective and how hard you work, success of a project is impossible. We identify the project needs, confirm the goals of the project, analyze the expectations and identify the constraints to ensure the success of any project

Planning

Planning is important as it leads to effective end results. Our efficient planning helps in getting rid of additional costs, in maintaining high quality standards and to prevent obstacles that arise in the project. Planning includes the sitemap and wireframes of pages. Creating the sitemap ensures that you've considered all the key pages in the site. Wireframes provide a detailed view of the content that will appear on each page.

Design

Once the planning process is completed, our design experts start to build the architecture of the project and to create a visual style. We make sure the design is engaging, appealing as well as interactive. We convey perceptual ideas within the design. Our designing accommodates content too. We confirm the design with our clients before moving to the next stage.

Development

When the design is confirmed, we move on to translate the design to actual code that makes the website work. Development involves the bulk of programming work. We take all the individual graphic

elements to create the actual functional site. Elements such as CMS, WordPress, and ecommerce shopping carts are implemented during development stage.

Maintenance

We know that the project is not over with the launch. We know it is not enough to deliver a project. That is why we make sure everything works fine. We are always prepared to make changes. We keep your website up to date. Our regular maintenance will keep away bugs and minimize security risks.

CHAPTER – 3

EMPLOYEE OPINION SURVEY PROCESS

3.1 Managing Employee Surveys

Sound employment practices geared toward attracting, training, retaining and rewarding employees must reflect a clear understanding of the employees who make up the workforce. Employee surveys are an excellent vehicle for gaining that insight. Conducting one of these surveys correctly, however, takes months of planning as well as careful execution and follow-up. Misinterpreting the results or failing to act in response to the feedback can have a devastating effect on employee morale.

Pros and Cons of Conducting Employee Surveys

A carefully designed and conducted employee survey can reveal a great deal of information about employee perceptions that management can use to improve the workplace. Organization responsiveness to employee feedback leads to higher retention rates, lower absenteeism, improved productivity, better customer service and higher employee morale. The simple fact that the organization is conducting a survey can send a positive message to employees that their opinions are valued. In addition, managers can gain insights into issues affecting their departments or business units that allow them to manage more effectively. Conversely, if the senior management team is not fully committed and ready to really listen to and, most important, act on what employees are saying, then conducting a survey can falsely raise expectations among employees, leading to an employee

HR's Role

HR must have the full commitment of the organization's senior management team before conducting any survey of employees. Once senior management is sold on the idea, HR professionals typically facilitate the survey's development, help managers overcome their natural hesitation about employee feedback, develop careful communication plans, and help determine how to interpret and use the data generated.

HR is typically heavily involved in the design and development of the survey, the employee communication strategy, and the data analysis, as well as the action planning that takes place based on the survey results.

Timing and Frequency of Employee Surveys

Organizations should conduct surveys of employees on a regular basis—most companies elect to ask their employees for feedback annually. Requesting regular feedback shows employees that the company actually cares about how they perceive their work environment. Choosing when to conduct the survey should take several things into consideration. Avoiding peak holiday seasons is usually best to ensure a maximum response from employees. Scheduling the survey during the organization's historically slow periods is also advisable so that employees will have the necessary time to devote to the survey. Finally, it might be good to avoid conducting the survey during cycles that could skew the results either positively or negatively. Bonus season or high-stress periods can provide an unrealistic picture of normal employee satisfaction if year-over-year normal operating results are the objective.

Employers are often hesitant to measure employee attitudes during business slumps, reorganizations, downsizings or outsourcing efforts because they assume that employees will simply say how disgruntled they are; however, organizational experts suggest that such times can provide an ideal opportunity to check in. The simple act of asking for input during critical junctures can send a positive message to the workforce.

However, when an organization is in the midst of a major corporate change (e.g., massive layoffs or a significant merger or restructuring), conducting a survey might not be advised because employees tend to be somewhat reserved and fearful during such times. To generate honest feedback, an atmosphere of trust must be present. If not, the survey might actually end up doing more harm than good.

Ensure anonymity and confidentiality of responses

HR professionals should advise employees from the outset that survey responses will be reported in aggregates only and kept absolutely confidential to ensure that everyone feels comfortable providing honest answers to the questions. Some employees may question the confidentiality of online surveys, given the ability to track IP addresses, e-mail addresses and other information. Having a third-party vendor conduct the survey usually helps assuage employees' fears of being identified on surveys.

Open-ended questions should be summarized instead of providing actual comments, any references to actual people should be removed when providing overall reporting. Such targeted feedback should be given privately.

Employee Communications

HR must prepare supervisors and managers with advance information about the rationale for conducting the employee survey, expectations on timeliness of communicating the results, plans to follow up on results and questions employees may ask. A question-and-answer packet may be an effective way to brief managers in advance on this information. Without proper planning and disclosure of the rationale for the survey and plans for its future use, the employee relations impact may be quite significant. In fact, some organizations have experienced serious productivity drops or public relations problems as a result of a poorly planned and executed survey of employees. For unionized environments, it is a good idea to also brief the union representatives and stewards on the process and timing of the survey.

Once supervisors and managers have been briefed, HR can kick off communication to all employees by explaining the reasons for the survey. Deciding how to communicate the survey or its results depends largely on the culture of the organization and on the various types of communication readily available, such as training, staff meetings, policy and procedure manuals, company intranet, e-mail, newsletters, flyers, new employee orientation training materials, and individual letters to employees.

Though designing a good survey is key to obtaining useful information, doing something with that information afterward is essential to employee morale. Setting realistic expectations of the timing and communication of survey results up front is important to the success of the process.

Data generated from employee feedback mechanisms like surveys are real gifts that deserve attention. When the survey results have been analyzed, HR and other senior leaders should communicate the findings—warts and all—with all employees as part of the numerical presentation of results. This will enhance the authenticity and transparency of communication. In addition, organizations can facilitate the communication process by providing results in a format that is simple and easy to follow.

Interpretation of Results

Survey results should not be taken at face value—even those on the positive end of the spectrum. A positive score in a specific department or business unit, for example, could mean either that a particular

manager is doing a good job or that he or she is not holding employees accountable. HR professionals should also benchmark their organization's results against organizations similar to theirs or against national employee norms.

Regardless of whether organizations are working with a third-party vendor or tabulating the results in-house, they will need to assess the reliability of the data and throw out meaningless results due to a particularly low response rate or poorly worded question. Employers will also need to determine the format in which they wish to display the results and demographic cuts that will be useful. Once the results of the survey have been tabulated, HR professionals should not be surprised if senior managers attempt to discount the importance of the findings by saying that "the data were what I expected" or "there were no real surprises here." HR can use data discussions to coach senior leaders to see the results as an opportunity for organizational insights and improvement.

Survey Follow Up

Organizations often establish cross-functional teams to respond to and act on survey findings. A majority of the team should consist of non-senior employees; however, each team needs to be supported by a senior-level champion whose responsibility is to monitor and support—but not manage—the team. Such teams should be in place within a month after the organization releases the survey results to signal to employees that senior management is serious about responding to the findings. HR should monitor the follow-up ideas and recommendations from any cross-functional teams to ensure that change and progress occur. In addition to (and sometimes instead of) cross-functional teams, some organizations also set up department-specific teams. These groups are given the responsibility of responding to specific issues within their particular departments.

Ideally, the process of conducting an employee survey is "closed loop," with the life cycle moving continuously from calibration and communication (the time organizations take to identify strengths, weaknesses, opportunities and threats) to coaching, collaboration and continuous improvement (the time to take corrective action and conduct pulse checks) to celebrating and recognizing progress. Then the process begins anew.

It is important to maintain the results of any survey undertaken to have comparative data. If annual results are not kept and reviewed each year, how can an organization know how it is trending over time? Many employers also like to benchmark their results against those of similar organizations, which can generally be completed more easily by outside providers that maintain these type of data. Benchmarking against general employee surveys is also useful.

3.2 How Employee Surveys are conducted

1. Needs Analysis: Why is the survey being conducted?
Meetings are held to determine the goals and objectives, as well as the content of the project. Whether implemented through individual interview or focus group this needs analysis will ensure that the critical information is gathered in the manner that best fits the customer need and will assist in determining the best method of collecting the data.
2. Focus Groups Structured meetings to gather qualitative information relevant to the survey development.
3. Survey Design Develop survey instrument by synthesizing the information gathered from needs analysis, focus groups and other documents available.
Determine the rating scale to be used:
 1. Strongly agree | agree | (neither agree nor disagree) | disagree | strongly disagree.
 2. All of the time | most of the time | some of the time | hardly ever | never
 3. To a very great extent | to a great extent | to some extent | to a very little extent | to no extent at all
 4. Very satisfied | satisfied | (neither satisfied nor dissatisfied) | dissatisfied | very dissatisfied.
4. Develop questionnaire A questionnaire used for Employee Opinion Surveys typically contains items that are rated on a 5 point scale. These items may be developed to measure different dimensions of the organization (e.g., communication, teamwork, leadership, initiative, management, compensation,). Questionnaires also typically include one or more open-ended questions to solicit written feedback. Questionnaires typically include from 50 to 100 items. When estimating the amount of time to complete the questionnaire you should estimate about 1 minute per questionnaire item. If using a printed questionnaire form, you should consider using forms that can be scanned into a computer. It should be noted that the design of a questionnaire is usually an iterative process -- questions are formulated, tested, reformulated, tested, and so on.

5. **Questionnaire Review** Examine and critique of an existing survey. The review is conducted to improve the quality of the survey, and to increase the likelihood the customer receives actionable information. Critiques are also performed to increase the probability of high response rates.
6. **Instrument Pre-Test** Conduct an instrument pre-test, which is an examination of the data collection instrument by potential respondents. It can be completed for paper-based, as well as electronic and phone based data capture. This may include a series of telephone interviews or focus groups designed to gather feedback on the content, clarity, readability, relevance, length, and comprehensiveness of the item set, as well as the overall experience of completing the instrument.

Pre-testing can show:

1. poor question wording or sequencing, as well as errors in layout
 2. problems caused by the length of the questionnaire or the respondents' inability or unwillingness to answer the questions
 3. additional questions or response categories that can be pre-coded on the questionnaire
 4. non-response problems
 5. any negative repercussions the survey may have on employees
7. **Ensure confidentiality of participants** Steps must be taken to ensure the confidentiality of the feedback results. For example, the feedback ratings from several employees should be combined (averaged) to mask the identity of an individual employee. Comments or written answers to questions may be summarized in the results to mask the identity of the author. The confidentiality helps ensure that the results are genuine.
 8. **Administer the questionnaire** Distribute questionnaire forms (if using printed copies) with instructions. May want to prepare answers to common questions if other employees will be assisting in the administration. If possible, post the questions and answers to your website for easy access.

Administer it to everyone? Or, just a sample?

1. Advantages of it to everyone:
All employees are given the opportunity to express their opinions

2. Advantages of it only to a sample:
 Reduced time to collect and process the data
 Less data to collect
9. Analyze the data Basic data analysis would include averages of ratings. More complicated analyses may include item-analysis and/or factor-analysis. Types of analyses include: Performance Dimension Summary; Summary-Performance vs. Expected; Individual Item Ratings; Item Ratings-Performance vs. Expected (normed); Highest- or Lowest-Rated Items (shows individual's strengths and weaknesses); Group & Organizational Ranking, and Recommendations for Development. You may want to analyze the data by organizational division or department to assess group and organizational strengths and weaknesses. This can be used to support or promote training and organizational development.
10. Written Interpretive Reports Examine data through written interpretive reports, which summarize the results of your study.
11. **Presentation of Survey Results** The analysis of data in report format, or on a variety of other media, such as CD-ROM, diskette, or Internet.
12. **Develop and Distribute Results** Feedback results should be shared with the employees.

CHAPTER 4

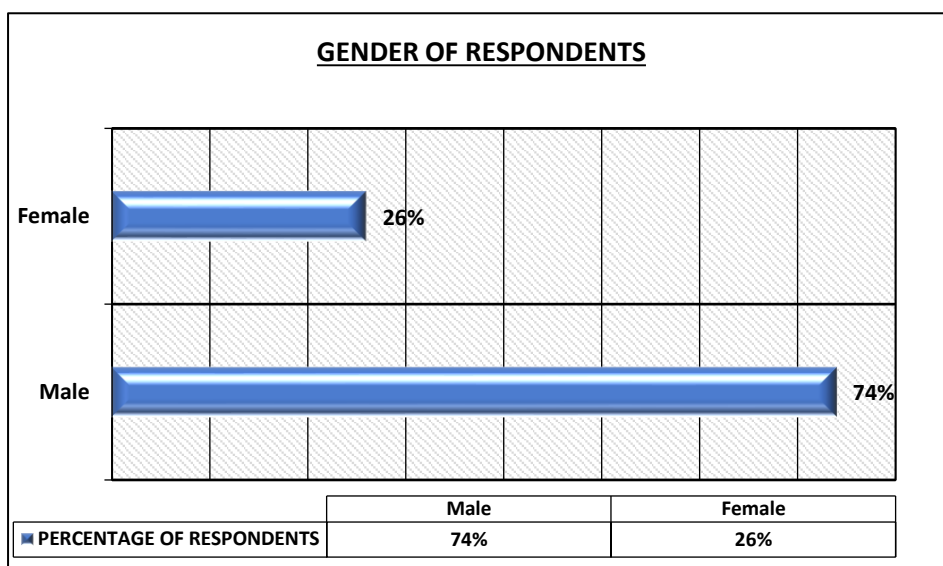
DATA ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

TABLE: 4.1.1 GENDER OF EMPLOYEE

GENDER	NO.OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Male	37	74%
Female	13	26%
TOTAL	50	100%

CHART: 4.2.1 GENDER OF EMPLOYEE



INFERENCE:

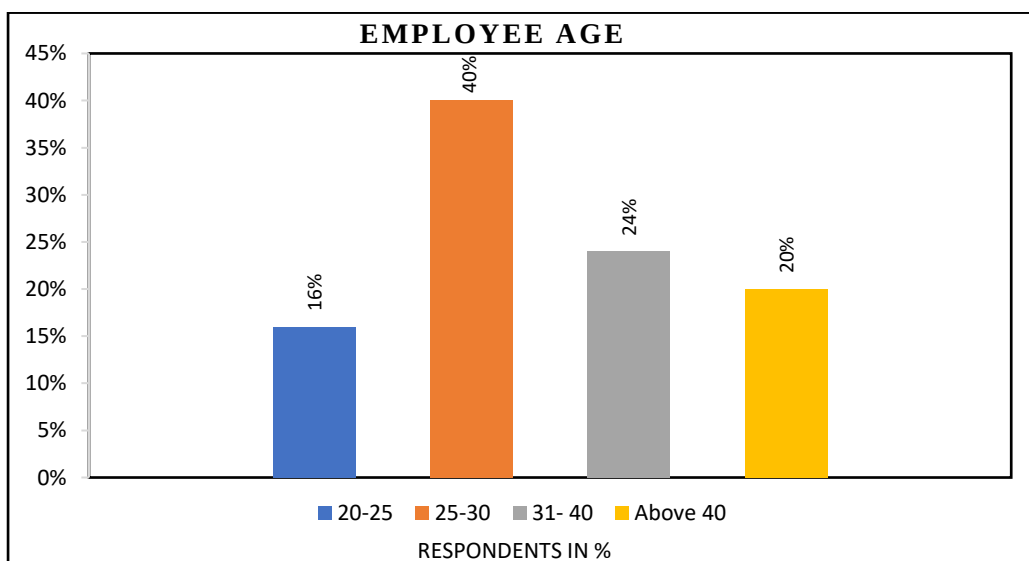
From the above table, it is inferred that

- 26% of the respondents are Female employees.
- 74% of the respondents are Male employees.

TABLE: 4.1.2 AGE OF EMPLOYEE

EMPLOYEE AGE	NO.OF RESPONDENTS	PERCENTAGE
20-25	8	16%
25-30	20	40%
31- 40	12	24%
Above 40	10	20%
TOTAL	50	100%

CHART: 4.2.2 AGE OF EMPLOYEE



INFERENCE:

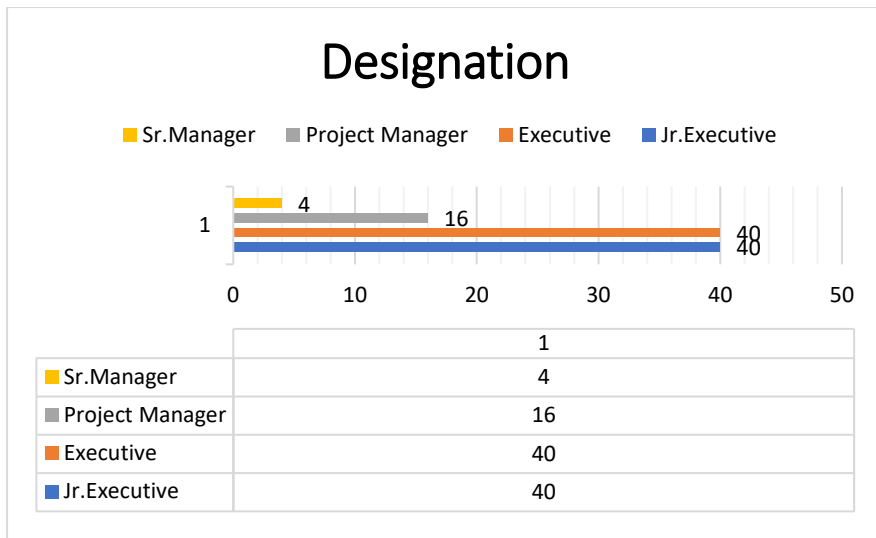
From the above table, it is inferred that

- 16% of employees belongs to the age group of 20-25.
- 40% belongs to the age group of 26-30.
- 24% belongs to the age group of 31-35.
- 20% are above 35.

TABLE: 4.1.3 DESIGNATION

DESIGNATION	NO OF RESPONDENTS	PERCENTAGE
Jr.Executive	20	40
Executive	20	40
Project Manager	8	16
Sr.Manager	2	4
TOTAL	50	100

CHART: 4.2.3 DESIGNATION



INFERENCE:

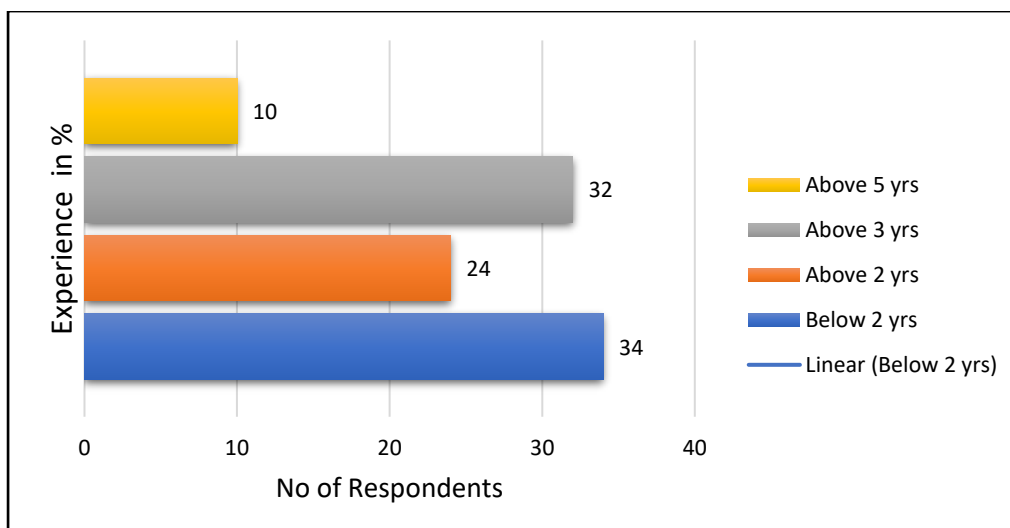
From the above table, it is inferred that

- 40% of the respondents are Operation agent and Executive.
- 16 % of the respondents are Supervisors.
- 4 % of the respondents are Managers.

TABLE: 4.1.4 EXPERIENCE

EXPERIENCE	NO OF RESPONDENTS	PERCENTAGE
Below 2 yrs	17	34
Above 2 yrs	12	24
Above 3 yrs	16	32
Above 5 yrs	5	10
TOTAL	50	100

CHART: 4.2.4 EXPERIENCE



INFERENCE:

From the above table, it is inferred that

34% of the respondents are below 2yrs of experience.

24% of the respondents are above 2yrs of experience.

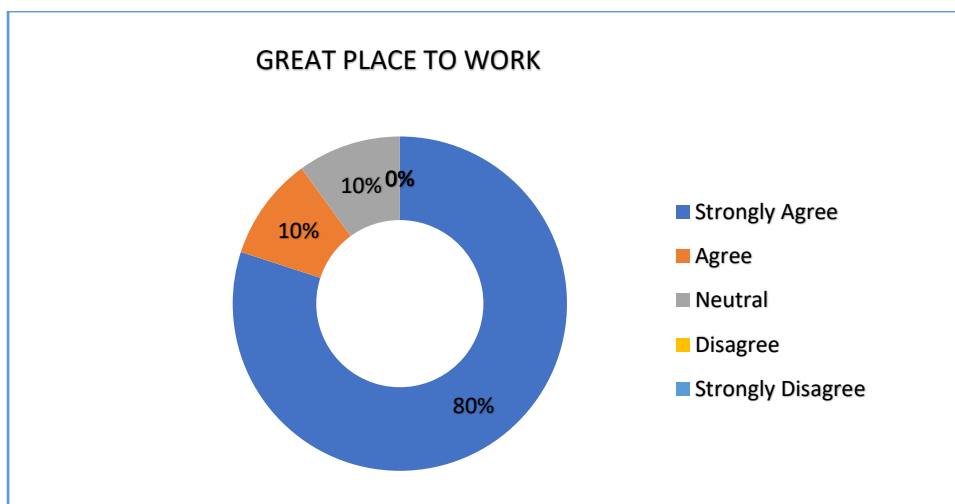
32% of the respondents are above 3yrs of experience.

10% of the respondents are above 5yrs of experience.

TABLE: 4.1.5 GREAT PLACE TO WORK

DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	40	80
Agree	5	10
Neutral	5	10
Disagree	0	0
Strongly Disagree	0	0
TOTAL	50	100

CHART: 4.2.5 GREAT PLACE TO WORK



INFERENCE:

Form the above table, it is inferred that

- 80% of the respondents strongly agree the company is great place to work.
- 10% of the respondents agree and are neutral.

TABLE: 4.1.6 MY COMPANY CARES ABOUT MY WELL- BEING

DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	36	72
Agree	10	20
Neutral	3	6
Disagree	1	2
Strongly Disagree	0	0
TOTAL	50	100

CHART: 4.2.6 MY COMPANY CARES ABOUT MY WELL- BEING



INFERENCE:

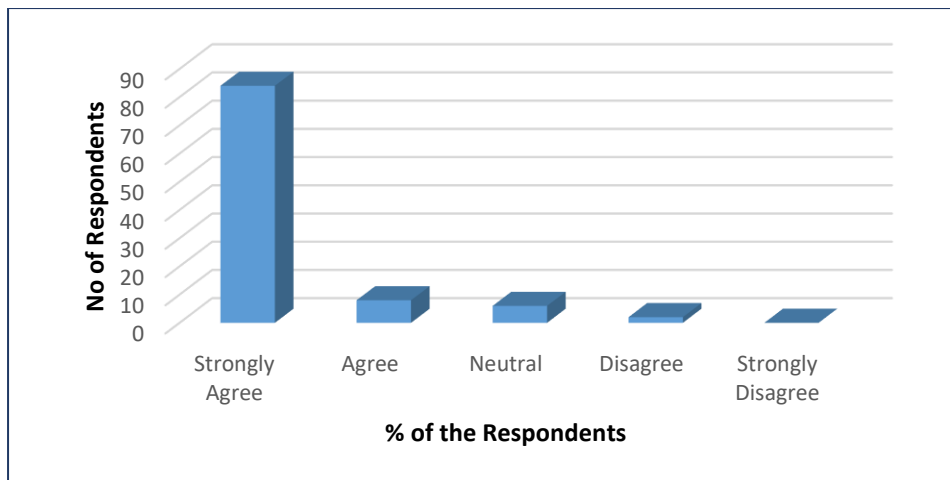
From the above table, it is inferred that

- 72% of the respondents strongly agree that company cares about his / her well-being.
- 20% of the respondents agree that company cares about his / her well-being.
- 6% of the respondents were neutral on this statement.
- 2% of the respondents disagree to this statement.

TABLE: 4.1.7 CONTRIBUTING TO THE SUCCESS OF MY COMPANY

DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	42	84
Agree	4	8
Neutral	3	6
Disagree	1	2
Strongly Disagree	0	0
TOTAL	50	100

CHART: 4.2.7 CONTRIBUTING TO THE SUCCESS OF MY COMPANY



INFERENCE:

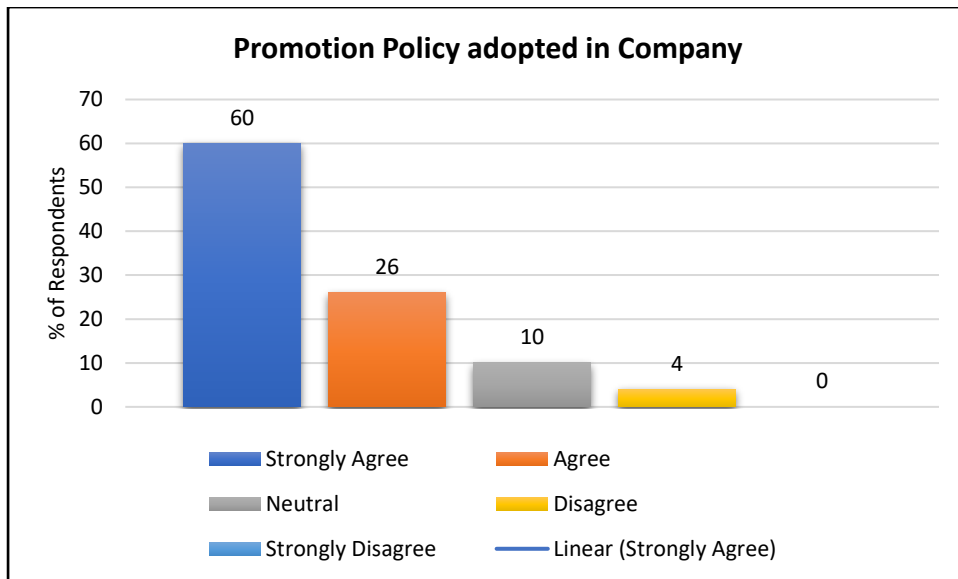
From the above table, it is inferred that

- 84% of the respondents strongly agree they are contributing to the success of the company.
- 8% of the respondents agree they are contributing to the success of the company.
- 6% of the respondents are neutral and 2% of the respondents disagree on this statement.

TABLE: 4.1.8 PROMOTION POLICY ADOPTED IN COMPANY

DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	30	60
Agree	13	26
Neutral	5	10
Disagree	2	4
Strongly Disagree	0	0
TOTAL	50	100

CHART: 4.2.8 PROMOTION POLICY ADOPTED IN COMPANY



INFERENCE:

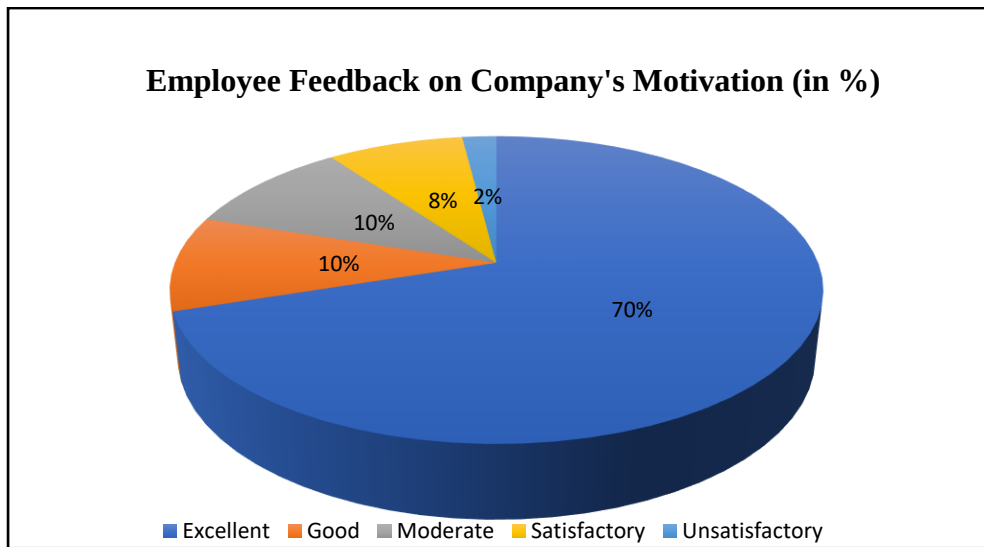
From the above table, it is inferred that

- 60% of the respondents strongly agree that the promotion policy adopted in company.
- 26% of the respondents agree that the promotion policy adopted in company.
- 10% of the respondents were neutral and 4% of the respondents disagree on the promotion policy adopted in company.

TABLE: 4.1.9 MOTIVATION GIVEN IN COMPANY

DESCRIPTION	NO. OF RESPONDENTS	IN PERCENTAGE
Excellent	35	70%
Good	5	10%
Moderate	5	10%
Satisfactory	4	8%
Unsatisfactory	1	2%
TOTAL	50	100%

CHART: 4.2.9 MOTIVATION GIVEN IN COMPANY



INFERENCE:

From the above table, it is inferred that

- 70% of the employees are highly motivated.
- 8 % of the employees were satisfactory and 2 % of the employees are unsatisfactory

On the motivation given by the company.

4.2 WEIGHTED AVERAGE METHOD

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Great place to work	40	5	5	0	0
My company cares about my well-being	36	10	3	1	0
Contributing to the success of my company	42	4	3	1	0

Weights (frequencies)

Strongly Agree=5, Agree = 4, Neutral=3, Disagree=2, Strongly Disagree=1

Formula

Weighted Average, $X = \frac{f_{1x1} + f_{2x2} + \dots + f_{n \times n}}{f_1 + f_2 + \dots + f_n}$

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Weight	Total
Great place to work	200	20	15	0	0	235	33%
My company cares about my well-being	180	40	9	2	0	231	33%
Contributing to the success of my company	210	16	9	2	0	237	34%

Result:

From the above table, it is inferred that 33% of the respondents strongly agree that the company is a Great place to work and company cares about my well-being. 34% of the respondents strongly agree that they are contributing to the success of the company.

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 SUMMARY OF THE FINDINGS

- Most of the respondents (40%) belong to the age group of 26-30 yrs, whereas few of the respondents (16%) belong to the age group of 20-25 yrs.
- Most of the respondents (74%) were Male employees and 26% were female employees.
- 40% of the employees are Jr.Executive and Executive and only 4% of the respondents were Project Managers.
- There is huge difference on the respondents per experience- 34% has 2 years of experience and only 10% has experience of more than 5 years.
- 80% of the respondents strongly agree the company is great place to work.
- 72% of the respondents strongly agree that company cares about his / her well-being and only 2% of the respondents disagree on this statement.
- 84% of the respondents strongly agree they are contributing to the success of the company and only 2% of the respondents disagree on this statement.
- 60% of the respondents strongly agree that the promotion policy adopted in company and 4% disagree on this statement.
- Based on **weighted average method**, it is found that 33% of the respondents strongly agree that the company is a Great place to work and company cares about my well-being. 34% of the respondents strongly agree that they are contributing to the success of the company.

5.2 SUGGESTION AND RECOMMENDATIONS

- Follow up is the key to listening and engaging employees (Understand – Dialog- Action + Insight – stay engaged)

- Understand and identify the key learnings, areas worth celebrating, improvement areas and questioning for dialog.
 - Create space that open dialog with your team and share the results & findings.
 - Seek different point of views and ideas before conclusions and agree on way forward with the team.
 - Continuous engagement is the most critical part of the follow up to sustain high employee engagement.
- Allow for Employee Autonomy - By giving employees autonomy to do their job, you are letting them know that you trust and value them.
 - Assist Your Team Members in Reaching Goals - Make sure that you are encouraging your team members to not only set realistic obtainable goals but also to be specific with those goals
 - Organize Team Building Exercises – It will increase the comradeship among the team members.
 - Celebrate the Good - Try celebrating the good side of things, celebrate your employee's success. Try to stay focused on the positive.

5.3 CONCLUSION

With Strategy 2021, **ZAIGO INFOTECH** aims the best Web and Mobile Application Development & Website Design and Digital Marketing Services leader in this industry. To achieve this goal, they need to tap into the greatest competitive advantage. Employees play an important role in making the company to be the best in class against the competitors

Employee Engagement emphasizes the importance of the communication on the success of the business. An organization should thus recognize employees more than any other variable, as powerful contributors to a company's competitive position. Therefore employee engagement should be a continuous process of learning, improvement, measurement and action.

The **Employee Opinion Survey** is a great opportunity to receive valuable feedback from employees about the company and work environment which helps to enhance organization focus on needs and leverage its strengths.

This study helped to identify the Employee engagement, Leadership, Team, Work Life balance, Promotion policy and values of the company which looks excellent and the employees are highly motivated to be a part of this Great Place to Work.

APPENDIX

A STUDY ON THE EMPLOYEE OPINION SURVEY AT ZAIGO INFOTECH IN CHENNAI

QUESTIONNAIRE

1. Name: _____
2. Gender
 - a. Male
 - b. Female
3. Age in years
 - a. 20- 25
 - b. 25-30
 - c. 31- 40
 - d. Above 40
4. Designation
 - a. Junior Executive
 - b. Executive
 - c. Project Manager
 - d. Sr. Manger
5. Experience
 - a. Below 2 years
 - b. Above 2 years
 - c. Above 3 years
 - d. Above 5 years
6. How do you rate your company as a great place to work.
 - a. Strongly Agree
 - b. Agree

- c. Neutral
 - d. Disagree
 - e. Strongly Disagree
7. How do you rate your company cares about your well-being.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
8. How do you rate yourself in contributing to the success of company
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
9. The promotion policy in the company is good
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
10. The motivation given at the work place is
- a. Excellent
 - b. Good
 - c. Moderate
 - d. Satisfactory
 - e. Unsatisfactory

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