

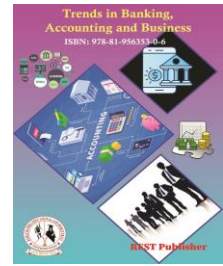


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# **A Study on Designing Service and Work Process Strategy Management of Quess Corp at Bangalore**

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**Abstract:** *Designing service and work process strategy management involves creating a comprehensive framework to deliver services efficiently and effectively while continuously improving processes. This strategy should align with the organization's goals and customer needs, leveraging resources, technology, and optimize performance. Establishing Work Process Strategy and Service Design Management specifically for the recruitment process involves creating a streamlined, efficient, and effective recruitment system. This strategy focuses on attracting, selecting, and retaining top talent while aligning with organizational goals and improving candidate experience. Assess current and future staffing needs based on business goals and growth plans. Use an applicant tracking system (ATS) to manage applications efficiently. Standardize the interview process with structured interviews and clear evaluation criteria. Ensure a positive candidate experience by maintaining clear communication, timely updates, and respectful interactions. Retention Strategies: Retaining key talent is crucial for maintaining competitive advantage. Strategies such as competitive compensation, career development opportunities, and a positive work environment can help in retaining top performers. The Organization explicitly renounces all risk that might be founded on such data or mistakes or oversights thereof. The data contained in this show is planned exclusively for the people to whom it is communicated to demonstrate a general layout of the matter of the Organization and any unapproved scattering of the data contained in that may likewise be treated as infringement of Insider Exchanging strategy of the Organization. Long-Term Planning: Organizations need to adopt a long-term perspective, focusing on building a robust talent pipeline that aligns with future strategic goals. Hence, it is necessary for any organisation to ensure employee satisfaction with regard to welfare measure. Convenience sampling method has been used to gather the primary data from 140 employees from trans services quess corp pvt.ltd. This study focus on the understanding organisation needs, candidate attraction, selection process, decision making & hiring of Quess corp prt ltd, Bangalore. The statistical tools used for data analysing is Percentage Analysis, Chi-square analysis anova with the use of spss.*

**Keywords:** *Employer Branding, Selection process, Decision making & hiring, Continuous improvement.*

## **1. INTRODUCTION**

In today's competitive business environment, attracting and retaining top talent is a critical determinant of organizational success. The recruitment process has evolved from a simple administrative task to a strategic function that can significantly impact a company's growth and performance. Designing an effective service and work process for strategic management in people recruitment involves aligning recruitment strategies with organizational goals, leveraging technology, and fostering a culture of continuous improvement. Strategic recruitment management ensures that the right people are hired for the right positions at the right time. It involves a holistic approach that goes beyond filling vacancies. It aims to build a workforce that aligns with the organization's long-term vision and objectives. Effective recruitment strategies can lead to improved employee performance, higher retention rates, and a more robust organizational culture. Understanding the company's strategic objectives and translating them into specific recruitment goals. Ensuring that the recruitment process supports the overall business strategy, including growth, innovation, and competitive positioning. Utilizing advanced recruitment technologies such as Applicant Tracking Systems (ATS), artificial intelligence, and data analytics to streamline the hiring process. Enhancing candidate experience through user-friendly online platforms and automated communication. This strategic approach not only enhances the efficiency of the recruitment process but also ensures that the organization is well-positioned to achieve its long-term objectives.

## 2. OBJECTIVES OF STUDY

Identify the organization's current designing service and assess the work strategy process improvement at Qness Corp Pvt.Ltd

Investigate the difference between planned and actual time in completion of the project development.

Identify the possibility of reducing unnecessary business costs.

Identify the risk of non improvement in process.

Identify the designing service improvement opportunities.

Define, manage, and measure a process in order to regularly evaluate it using data -driven information

Break down process silos by contributing to an understanding of how processes interact and impact one another and customers

## 3. SCOP OF STUDY

Organizational change is not optional to keep pace with business. All organizations, at one time or another, face essential modifications to some aspect of their business. Information and Technology Services (ITS) is on a path toward becoming a service-driven organization. This delivery model recognizes that what is being delivered to the customers is not a physical asset but rather the combined behaviors, skills, processes, management systems, and technologies that are used to deliver value to a customer however the customer defines value. Since value is defined by customers, it is crucial that ITS keeps its customers as the central focus in all aspects of service delivery. This ensures a higher likelihood that services are accurately aligned to customers' needs and expectations so they experience value at the point of consumption. The effectiveness of the myriad processes employed in providing any service can have a positive or negative, direct or indirect impact on that customer experience. Therefore, it is prudent for ITS to follow a disciplined approach to process improvement management as a business tactic for responding effectively and rapidly to customers to ensure their best possible experience.

## 2. REVIEW OF LITERATURE

Adesola and Baines (2005): Developed a model-based integrated process improvement (MIPI) methodology to enhance the work strategy process improvement implementation in organizations. They stated that their methodology can be used for process improvement and reengineering. MIPI methodology is a generic model of Work strategy process improvement includes seven phase: 1) business needs understanding, 2) process understanding, 3) process modeling and analyzing, 4) process redesigning, 5) new process implementation, 6) new process and methodology assessment, and 7) new process reviewing. This methodology describes what to do and how to make it happen. The methodology structure includes a hierarchical structure comprising: aim, actions, people involved, outcome/exit, checklists, hints and tips, and relevant tolls, and techniques. This methodology helps organizations to select correctly the problem which is the main barrier for achieving company vision and mission, also aligns with their business needs. Lee and Chuah et.al(2001): stated that work strategy process improvement comprises continuous process improvement (CPI), business process reengineering (BPR), and benchmarking (BPB). They indicated that these approaches may not be useful for all organizations and combining two or three may be more useable based on the process and environment of organization. Thus, they proposed the methodology super based on combination of the approaches mentioned above, and they stated that this methodology can make significant improvements for small to medium sized companies. This methodology can be used to handle the organization improvement problems, where it serves as a road map to shift a process from its current state to a better performance. The methodology includes five phases: 1) process election, 2) process understand, 3) continue the process of measurement, 4) process improvement executing, and 5) Improved process reviewing. (2010) Kaizen: implemented first in Japanese industries during the country's recovery after the Second World War It focuses on performing small improvements in large numbers with involvement of all employee on a continuous basis, which leads to improve the relationship between managers and employee (2010) Kaizen is a Japanese term that means continuous improvement(2006). It is a philosophy of gradual, incremental and continuous improvement and generating more value and less waste. It asserts on process improvement and process control. Kaizen used the same PDCA Cycle; Plan, Do, Check, and Act. Recently, Kaizen is known as the best methodology for improving performance within companies due to minimal costs of implementation. Lean thinking (2010): Is regarded as an evolutionary substitution to the conventional mass production methods and batching basis for high efficiency and quality, in addition to speed and cost. This methodology seeks to reduce waste to enhance business performance by improving workflow. It considered all activities that do not produce value are a waste and should be removed, thus, the core of Lean is the elimination of non-added value or waste, variability and inflexibility. Lean is regarded as a substitution to the conventional way of mass production and batching principles for high efficacy, quality, speed and cost. The five phases of Lean are: 1) Sort, 2) Straighten,

3) Scrub, 4) Systematize, and 5) Sustain .(2010)Lean ensures that all activities are performed without interruption, which increases their performance effectively. Currently, Lean becomes one of the significant improvement methods that expanded to manufacturing and service industries. Lean (2004) Six-Sigma Methodology: This methodology is a business strategy that aims to determine and remove errors, defects, failure causes in business processes through concentrating on outputs, which are imperative to customers. It is also a quality measure that seeks to eliminate defects using the statistical methods application. (2010)It is a rigorous methodology introduced by senior engineering Motorola Bill Smith in 1986. Currently, Six Sigma Model -DMAIC phases are: 1) Define, 2) Measure, 3) Analyze, 4) Improve and 5) Control. Six-sigma constructs an approach to measure and analyze operational processes to define the modality and cause of defects occurrence, and then seeks to improve those root causes. Six-Sigma is still one of the successful quality improvement methods especially in financial and healthcare services. Six-Sigma often combine with Lean manufacturing to produce a methodology called Lean Six Sigma. Lean manufacturing focuses on flow of process and waste while Six Sigma focuses on design and variation. stated that combining the approaches helps to enhance savings since Lean Six Sigma is able to be used in all sectors. Lean can decrease waste and enhance the efficiency of process, whereas variation can be reduced and performance improved by using Six Sigma. Using Lean and Six Sigma in a consistent way can double saving.

### 3. RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that they require data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

### 4. DATA ANALYSIS

TABLE 1. Work strategy behind the project is clearly stated and visible

Particulars	No. of Respondents	% of Respondents
Strongly Disagree	6	4
Disagree	15	11
Neither Agree nor Disagree	31	22
Agree	41	29
Strongly Agree	47	34
<b>Total</b>	<b>140</b>	<b>100%</b>

Work strategy behind the project is clearly stated and visible

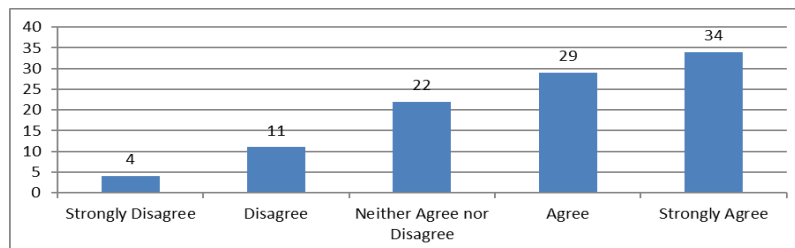


FIGURE 1

**Inference:**

34% of the respondents are strongly agreed with work strategy behind the project is clearly stated and visible, 29% of the respondents are agreed with work strategy behind the project is clearly stated and visible. Most of the respondents are strongly agreed with work strategy behind the project is clearly stated and visible.

TABLE 2. ANOVA

teammates made overt commitments to do their individual best & to work for team excellence					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.814	1	37.814	155.372	.000
Within Groups	33.586	138	.243		
Total	71.400	139			

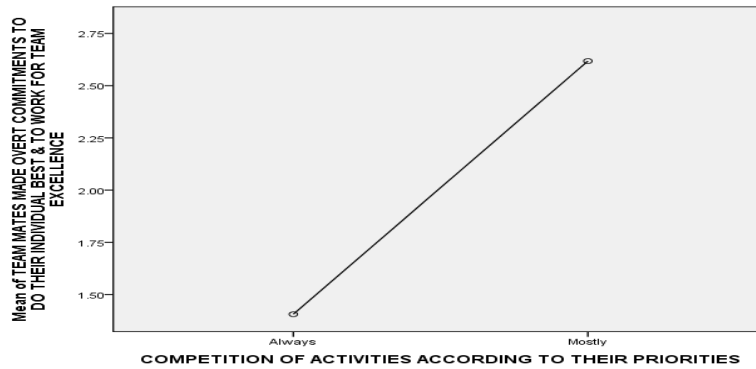


FIGURE 2

Calculated value = 155.372

Tabulated value = 3.94

$F = F_{cal} > F_{tab}$   $F=155.372 > 3.94$

Hence, the Alternate hypothesis [H1] is accepted.

## 5. FINDINGS

1. Most of the respondents are strongly agreed with work strategy behind the project is clearly stated and visible.
2. Most of the respondents are agreed for designing service has a clearly-defined timescale.
3. Most of the respondents are agreed that prioritised requirement and flexibility to accept that not all requirements are 'must have' requirement.
4. Most of the respondents are strongly agreed with on-time delivery of an acceptable solution is the primary measures of success of the project.
5. Most of the respondents are strongly agreed that the requirement collected to improve the service quality.
6. Most of the respondents are agreed that the status of the activities performed for managing the allocated requirements.
7. Most of the respondents are agreed with project results compared with estimate software plans.
8. Most of the respondents are agreed that the requirement collected to improve the service quality.
9. Most of the respondents are neither agree nor disagree with current process redesigned for the improvement of project delivery.
10. Most of the respondents are agreed that deviation of project scope is the main reason for delay in project delivery.
11. Most of the respondents are strongly agreed about lack of contribution /knowledge delaying the project delivery.
12. Most of the respondents are strongly agreed that the peer level support in technical aspect.
13. Most of the respondents are agreed with technical support from senior level.
14. Most of the respondents are agreed about documentation is useful for software work strategy process management and support.
15. Most of the respondents say depth analysis should be improvement of software work strategy process management.
16. Most of the respondents say Sound communication to be filled the gaps in software work strategy process management and delivery.
17. Most of the respondents say technology training is the supporting measures for software work strategy process management.
18. Most of the respondents say sometime will recall all of key work goals for the current and/or upcoming year.
19. Most of the respondents say absolutely personal goals have been consistently working toward.
20. Most of the respondents say usually use the portable daily planner.
21. Most of the respondents say always competition of activities according to their priorities.

## 6. SUGGESTIONS

Advanced project management software can be used to remind the overall schedule, plan, goals, cost, team size, target date etc to the software development team. Management can take suitable measures to provide instant recognition for the software developers to motivate them to perform the task better. Periodical training sessions can be conducted to update the domain and technical skills of the core software development team. This could

enable the software development team to complete the project as per the schedule. The current designing service can be redesigned for the improvement of project delivery. Special support team can be used to facilitate the documentation of the software development. This will provide necessary time for the software developers to focus on the core software development.

## 7. CONCLUSION

Work strategy process improvement is an approach designed to help organizations redesign their existing business operations to accomplish significant improvement in production. Effective Work strategy process improvement helps to generate promising results in operational efficiency and customer focus. The significance of Work strategy process improvement is remarkable in today's competitive market as work processes are extensively affected by technology. This study has been undertaken to identify the organization's current designing service and assess the work strategy process improvement at Quess corp prt ltd,. Responses have been collected through questionnaire and analyzed using various statistical tools. Few valuable suggestions like Advanced project management software, Periodical training sessions, instant recognition and so on has been provided to Quess corp prt ltd to improve the effectiveness of work strategy process improvement in the software development.

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