Employee engagement towards frontline employees relating to the current Covid - 19

Mrs.R.T.Induji[1], Dr.K.Meenatchi Somasundari[2]

[1]Assistant Professor, Department of Management, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu

[2]Assistant Professor, Department of Management, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu

Abstract: Frontline employees are the cornerstone for the success of any organization. They work in frontline rather than operating in office. Employees who directly interact with customers are called frontline employees. Frontline employees contribute roughly about 70% of the global workforce. They include healthcare worker, service providers, sanitation teams, Volunteers etc. The study aims to identify the ways to engage frontline employees and the benefits gained from engaging frontline employees during Covid -19. Sample size identified for the study was 60 frontline employees. Statistical tools used for the analysis was descriptive analysis, ANOVA. Both primary and secondary data was used to collect the information. Snowball sampling method was adopted for the study.

Keywords: employee engagement, frontline employees, workforce, Covid -19

I. OBJECTIVES OF THE STUDY:
1. To find the ways to engage frontline employees during Covid – 19
2. To know the benefits in engaging frontline employees during Covid – 19
3. To suggest the ways in improving engagement among frontline employees during Covid – 19.

II. RESEARCH METHODOLOGY:
Descriptive research design was adopted. The sampling method adopted for the study was snowball random sampling method. Both primary and secondary data collection method was used in the study. Sample size is 60.

III. ANALYSIS AND RESULTS:
Demographic Analysis:
Platform the employees work:

Sl.No.	Platform	Percentage
1	Healthcare worker	30%
2	Essential service providers	21%
3	sanitation teams	6%
4	Volunteers	43%

From the above table it is referred that about 43% of the respondents work as Volunteers.

Age of the respondents:

Sl.No.	Age	Percentage
1	15 – 20 yrs	70%
2	21 – 25 yrs	10%
3	26 – 30 yrs	10%
4	31 – 35 yrs	5%
5	Above 36 yrs	5%

From the above table it is inferred that about 70% of the respondents are in the age group 15 – 20 yrs.

Education Qualification of the respondents:

Sl.No.	Education	Percentage
1	Below 10th STD	**Nil**
2	10th STD	9%
3	12th STD	10%
4	UG	72%
5	PG	9%

From the above table it is inferred that about 72% respondent's education qualification is UG.

Income of the respondents:

Sl.No.	Income	Percentage
1	Rs.6000 – Rs.15000	48%
2	Rs.16000 – Rs.25000	23%
3	Rs.26000 – Rs.35000	20%
4	Above Rs.35000	9%

From the above table it is inferred that about 48% respondent's income are between Rs. 6000 – Rs.15000.

Gender of the respondents:

Sl.No.	Gender	Percentage
1	Male	57%
2	Female	43%

From the above table it is inferred that majority of the respondents are male.

IV. WAYS TO ENGAGE FRONTLINE EMPLOYEES DURING COVID – 19

A. Staying Connected with the help of technology

Sl.No.	Particulars	Percentage
1	Strongly Agree	52%
2	Agree	41%
3	Neutral	5%
4	Disagree	2%
5	Strongly Disagree	Nil

From the above table it is inferred that majority of the respondents prefer to stay connected with the help of technology.

B. Empowering with digital tools

Sl.No.	Particulars	Percentage
1	Strongly Agree	27%
2	Agree	66%
3	Neutral	5%
4	Disagree	Nil
5	Strongly Disagree	Nil

From the above table it is inferred that majority of the respondents prefer to empower with digital tools.

C. On-the-job training, and certifications

Sl.No.	Particulars	Percentage
1	Strongly Agree	32%
2	Agree	59%
3	Neutral	9%
4	Disagree	Nil
5	Strongly Disagree	Nil

From the above table it is inferred that majority of the respondents prefer on – the – job training and certificate programs.

D. Boosting with reward and recognition

Sl.No.	Particulars	Percentage
1	Strongly Agree	36%
2	Agree	59%
3	Neutral	5%
4	Disagree	Nil
5	Strongly Disagree	Nil

From the above table it is inferred that majority of the respondents prefer boosting them with reward and recognition.

E.   Providing growth opportunities

Sl.No.	Particulars	Percentage
1	Strongly Agree	43%
2	Agree	48%
3	Neutral	9%
4	Disagree	Nil
5	Strongly Disagree	Nil

From the above table it is inferred that majority of the respondents prefer growth opportunities in the organization.

F.   Getting feedback regularly

Sl.No.	Particulars	Percentage
1	Strongly Agree	32%
2	Agree	61%
3	Neutral	5%
4	Disagree	Nil
5	Strongly Disagree	1%

From the above table it is inferred that majority of the respondents prefer getting feedback regularly.

V.   Benefits in engaging frontline employees during Covid – 19

SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly disagree

S.No.	Particulars	SA	A	N	D	SD
1	Helps to retain in the organization	32	64	4	_	_
2	Helps to improve mental health and well being	29	60	9	2	_
3	Improve performance	36	52	13	_	_
4	Helps to satisfy the customers	36	50	11	2	2
5	Increase motivation	38	52	9	__	2
6	Helps to increase the profit	29	57	11	2	2

From the above table it is inferred that engaging frontline employees leads to high retention, improved mental health and being, Improved performance, Satisfied customers and increased profit.

VI.   CHI- SQUARE TEST:

In which platform you work? * Income Crosstabulation
H0 – There is no significant relationship between platform they work and income
H1 – There is significant relationship between platform they work and income

In which platform you work? * Income Crosstabulation						
Count						
		Income				
		6000-15000	16000-25000	26000-35000	Above 35000	Total
In which platform you work?	Health care	5	7	5	0	17
	Essential Service Provider	8	2	1	1	12
	Sanitation Team	1	3	3	0	7
	Volunteers	13	5	2	4	24
Total		27	17	11	5	60

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.047[a]	9	.066
Likelihood Ratio	17.717	9	.039
Linear-by-Linear Association	.000	1	.983
N of Valid Cases	60		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .58.			

Since the significance value is greater than 0.05, null hypothesis is accepted. There is no significant relationship between platform they work and income.

VII.   CONCLUSION:

From the above study it is significantly concluded that staying connecting with technology, empowering digital tools, on the job training, boosting with reward and recognition, providing opportunities and getting feedback regularly helps to improve the employee engagement among the frontline employees during Covid – 19. It is also suggested that organizations shall concentrate on providing health benefits, Insurance policies for better engagement. It is also concluded that engaging frontline employees provides better retention, improve mental performance, increase motivation and helps to improve organization's profit.

VIII.   REFERENCES:

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