



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAE725 | SERVICE MARKETING

UNIT – 5 SERVICES STRATEGIES

TOPIC: HUMAN RESOURCE IN SERVICE : AN ASSET WORTHY OF INVESTMENT



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# Guess the Topic!!!

HUMAN RESOURCE IN SERVICE : AN ASSET WORTHY OF INVESTMENT





# Human Resources in Services: An Asset Worthy of Investment

In the dynamic and customer-centric world of the service sector, human resources play a pivotal role in driving success. An investment in recruiting, developing, and empowering employees can unlock unparalleled value for service-based organizations.



# Unique Challenges in the Service Sector

1

## High Customer Interaction

Service roles require exceptional interpersonal skills to deliver tailored solutions and stellar customer experiences.

2

## Adaptability

Rapidly changing customer demands and market trends necessitate a nimble, responsive workforce.

3

## Emotional Labor

Employees must navigate the emotional aspects of service, maintaining poise and empathy under pressure.



# Recruiting and Retaining Top Talent

## Employer Branding

Crafting a compelling and authentic employer brand can attract top-tier candidates in the service sector.

## Competitive Compensation

Offering competitive salaries, benefits, and incentives is crucial for retaining high-performing service professionals.

## Career Development

Providing clear paths for growth and advancement is key to keeping top talent engaged and motivated.



# Training and Development Programs

1

## Onboarding

Comprehensive onboarding programs ensure new hires are equipped with the skills and knowledge to excel.

2

## Continuous Learning

Ongoing training and development opportunities keep service employees up-to-date with industry trends and best practices.

3

## Leadership Development

Targeted programs nurture the next generation of service industry leaders, fostering growth and succession planning.



# Employee Engagement Strategies

## Empowerment

Enabling service employees to make decisions and take ownership of their work can boost morale and productivity.

## Recognition

Celebrating exceptional performance and achievements through rewards and public acknowledgment motivates the team.

## Work-Life Balance

Providing flexible schedules, remote work options, and wellness initiatives can help prevent burnout.

## Open Communication

Encouraging a culture of feedback, collaboration, and transparent communication fosters a sense of community.



# Performance Management Practices



1

## Goal Setting

Aligning individual and team goals with organizational objectives drives focused effort and accountability.

2

## Ongoing Feedback

Frequent, constructive feedback helps service employees continuously improve and develop their skills.

3

## Rewards and Incentives

Tailored reward systems that recognize and celebrate top performers boost morale and retention.





# Compliance and Risk Mitigation



## Regulatory Compliance

Ensuring adherence to industry regulations and labor laws protects the organization and its employees.



## Data Privacy

Robust data protection measures safeguard sensitive employee and customer information.



## Risk Mitigation

Proactive risk assessment and management strategies minimize potential threats and liabilities.





# Driving Continuous Improvement

Employee Feedback

Leveraging employee insights to identify areas for process optimization and innovation.

Benchmarking

Comparing performance metrics against industry standards to set ambitious targets for improvement.

Agile Methodologies

Adopting flexible, iterative approaches to quickly test and implement new initiatives.





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