



Indian Institute of Technology Guwahati

KRITI '23

**Building a Happy Workforce: Strategies for
Boosting Employee Satisfaction and Productivity**

(Low Prep - 150 Points)

Organizer

Mansi Gunwant

Secretary, Consulting & Analytics Club

Email : cac@iitg.ac.in



Building a Happy Workforce

CnA

150 Points

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Email : cac@iitg.ac.inStart : [16/02](#)End : [19/02](#)

The SRC Corporation is the primary supplier and servicer of autonomous devices and industrial equipment in the USA. Their services division is the largest and only profitable division of the company. However, the company's profits have decreased for the last two years.

The company's in-house investigation team found out that the company's turnover rate is at an all-time high and that the number of vacant posts had risen by 36% in one year – the highest rate on record. This has led to an increase in the time required to resolve service requests, which in turn is causing further dissatisfaction among employees. This cycle results in longer working hours and fatigue among the employees and a decline in their job satisfaction. Furthermore, the high turnover rate can lead to a loss of institutional knowledge, which is essential for maintaining the high standards of service and product quality that the company is known for. The situation is critical and requires immediate action. The company's reputation is at risk, and if the problem is not resolved, it could become even more difficult to recover. The SRC Corporation must come up with a comprehensive strategy to address the underlying issues that are causing the decline in profits and employee dissatisfaction. This may involve evaluating and adjusting the company's recruitment and retention strategies, developing programs to improve employee satisfaction, and investing in new technologies that can improve the efficiency and effectiveness of the company's services.

You have been hired to identify the possible reasons for the rising turnover rate at SRC Corporation and provide a short-term action plan to get the issue under control. Prepare a pitch deck consisting of 12-15 slides while also answering the following questions:

1. Analyse the possible causes of the problem as mentioned above. Compare your answers with real-world conditions to identify the most plausible reason.
2. Suggest an action plan for an immediate resolution (0 - 12 months) of the issue.
3. Point out metrics and KPIs that SRC can use for further evaluation in the foreseeable future.
4. You are advised to use strategic tools like the Balanced Scorecard (refer: Resources) to better convey your plan of action.

Supporting Information

SRC Corporation is a fictional company, but the scenario given is based on real life conditions, hence assume the following:

1. Revenues: The company's revenue has declined by 15% in the past two years, with a particularly sharp drop in the last quarter. The company's services division, which is typically the most profitable, has seen the greatest decline, with revenues down 20% compared to the previous year.
2. Market share: The company holds a market share of 25% in the industry, but this has dropped by 3% over the past year. The company's main competitors, Servifast and USMech, have seen their market share increase by 2% and 1% respectively over the same period.
3. Competitor data: Servifast is the largest player in the industry with a 35% market share, and is known for their innovative and advanced technology offerings. USMech, on the other hand, has a 30% market share, and is known for their excellent customer service and after-sales support.
4. Customer feedback: In a recent customer survey, 20% of the SRC Corporation's customers reported dissatisfaction with the company's response time to service requests, and 30% of them reported dissatisfaction with the overall quality of service provided.
5. Employee feedback: An internal employee survey revealed that 40% of the company's employees were considering leaving the company, citing long working hours and a lack of job satisfaction as the main reasons.

Winners of this problem statement will be eligible for direct interviews for recruitment into the Consulting and Analytics Club.

Rules

1. The event will be conducted in two rounds. Round 1 will be the case study round in which teams will be required to submit their pitch decks. This will be followed by a final presentation round where teams will be required to present their solution decks to the judges.
2. Each team should consist of 3-5 members.
3. Initial submission must be made in PDF Format.



Evaluation and Eligibility

1. Research Quality and Identification of problems - 20
2. Roadmap and Action Plan - 20
3. Financial and Operational Feasibility - 15
4. Measurable Goals and Performance Metrics - 10
5. Design and Aesthetics - 10

Final Presentation Round: 75

Total: 150

General Instructions

1. Your solution will be scored based on the content, creativity, structure, and quality of the research and the presentation design.
2. Do frequent healthy brainstorming for more accurate insights (this is key to a successful case). This is a learning exercise to help you improve.
3. Sources of information need to be cited at the end of the Appendix.
4. Use appropriate visuals to represent the information
5. The total slide limit is 15 slides (excluding the Intro page, Index and Appendix).
6. Don't restrict yourself to only the material provided; the Internet is an ocean of content, dive in for the perfect ones.
7. Any plagiarism, copying of ideas or discussion on the group detected would lead to disqualification from the course.

Resources and Links

1. Winter Consulting Bootcamp: A guide to Consulting Tools/Frameworks - <https://www.iitg.ac.in/sa/caciitg/wc/course/>
2. Good Case Study Examples: <https://www.casecompetition.com/case-library>
3. A comprehensive consulting guide: <https://www.iitg.ac.in/sa/caciitg/ktc/guide.pdf>

For Doubts and queries, contact:

Mansi Gunwant- 9845855801

Advaith Krishna A- 7736522096