



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	MBA in Information Technology & Systems Management
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT530 – Managing Human Capital MBA - EIU
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Student ID:	EIU2020944
Word Count:	3,988 words
Date of Submission:	27-February-2023

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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DATE: 27-February-2023

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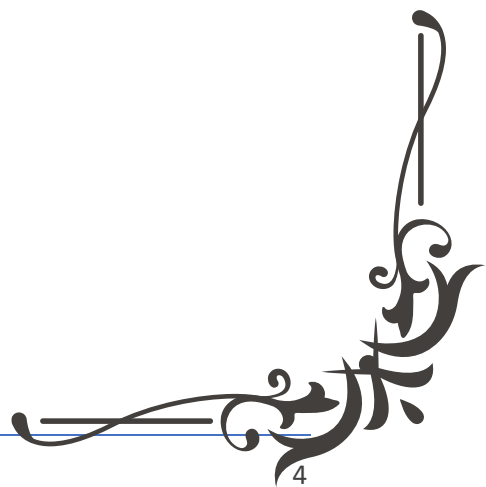
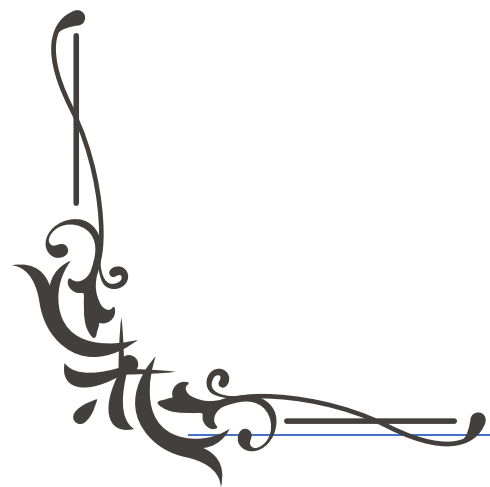
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Dina Shubair

The X Company



Introduction.

With a variety of diverse brands and business areas, the X Company is considered to be one of the leading companies in family entertainment sector. It operates in almost all the big countries in Europe, America, and Asia with more than 100,000 employees. The company's current position makes it hard to believe that a few years back it was just a startup!

The X company's HR policies overview

Creating a work environment for such a large number of employees where they can provide high levels of productivity on daily basis while working happily is not as easy as it looks. The X company values the human element where they treat their employees as internal customers. The HR and employee experience departments are committed to offer safe and respectful workplace environments in all its branches around the world. They implement the highest standards of ethics, social responsibility, and quality where they attract employees to choose them over the other companies.

The company's culture depends on core values of community, optimism, innovation, and decency. The company mainly follows six principles to manage human resources as the following:

- **Everybody is important:** The company's motto is RAVE (Respect, Appreciate, and Value Everyone). Employees are always available.
- **Break the mold:** Creating new opportunities for the employees by frequently changing the company's structure.
- **Make your people your brand:** By hiring the right people.
- **Eliminate hassles:** By tracking problems and solving them immediately.
- **Create magic through training:** The company's main focus is training and improving their workforce.
- **Learn the truth:** Learning never stops.

One of the company's HR key strengths is adapting cross-cultures where it supports the organizational culture by building a workforce that represents a global marketplace. Also, the employee's awareness of their roles and freedom to think out of the box is another important HR strategy. The sense of equality encourages the employees to be more confident, productive, and independent. In addition to the focus on training and development. The company's success is driven by overmanaging the things that other companies ignore.

A strong company introduction as the one stated previously is not going to make the company and its HR department perfect. Apart from the good sides that were mentioned it is known that HR deals with various issues all the time. The main challenges that HR departments face nowadays are recruitment, retention and motivation, leadership development and corporate culture. HR departments need to work continuously to address these issues and solve them even though they are time consuming. All the previous praising does not mean that the company is not facing challenges at the moment such as employee turnover due to inadequate salaries, lack of recognition, and the desire to make a change. Along with many more challenges which will be mentioned later with suitable HR policies to improve the company.

New HR policies proposal

How to improve employee retention

A great company is always seeking perfection no matter how things seem to work smoothly from the outside, things might be more complicated from the inside. That's why the company must implement new HR policies to improve different aspects such as employee retention.

The company should consider the following HR policies in order to boost the employees job satisfaction and increase the company's ability to value their workers.

- **Onboarding and orientation:** By teaching new hires all about the positions they will fill and the company's culture and how can they contribute in it. The training and support must be provided from day one.
- **Mentorship programs:** Providing mentors to offer guidance can benefit both sides where newcomers have the opportunity to learn from the experienced employees in exchange of fresh points of view. Mentor-mentee relationships are not limited to new employees where they company can raise their employee's retention level by including the whole staff into this program.
- **Employee compensation:** According to various research a competitive compensation is one of the most important things that increases the employees retention and their level of job satisfaction. Hence, employers especially HR managers need to evaluate and adjust salaries regularly. In case the company cannot afford to raise their salaries, they can consider other alternatives such as bounces, improved health care benefits, and retirements plans.
- **Perks:** They turn your workplace into exceptional one where both newcomers and current employees are engaged which will enhance the employee's morale. Perks might include but not limited to flexible schedules, work remotely, and parental leave etc.
- **Wellness offerings:** Great companies are the ones who put their employees mental, physical, and financial health first. By offering different programs to keep their employees fit such as stress management programs, fitness classes, and retirement planning services. Also, the company might offer a free space with different activities for their employees to spend their breaks away from work.

- **Communication:** It is important for your employees to feel free to come to you with their ideas, questions, and concerns. The employer's job is to promote timely, constructive, and positive communication with all the staff to understand their workload and increase their satisfaction.
- **Continuous feedback on performance:** By conducting annual performance reviews where positive and negative feedback can be provided in one-to-one meetings. In addition to determine the employees short and long term goals and how can they contribute to the company's future goals.
- **Recognition and rewards system:** All people seek appreciation which will have a huge impact on the company. The company can either use a formal rewards system or compelling recognition programs in case of limited budget.

The bigger the company gets the more complicated and detailed practices are required to be adjusted and implemented to ensure the company's success.

Effective customer service practices

Bill Gates once said, “Your most unhappy customers are your greatest source of learning”. Accordingly, the customer’s satisfaction is top priority. Which indicates that whatever your customers think and feel about you will play an enormous role in the company’s success. Hence, the company must take the proposed policies into consideration for more effective customer service practices.

- **Hire the right people:** Your employees reflect your brands image that’s why their positions are considered to be vital and not anyone should fill them. The hiring process must be implemented carefully to assign a dedicated customer service team to ensure that they are up to the required level. In order to attract and retain such exceptional service agents they company might offer competitive salaries, appealing benefits, rewards, and promotions.
- **Correctly manage customer expectations:** To gain customers trust and loyalty do not offer them the world then provide less than that! Being more realistic is the best option in this case by telling your customers what they can expect from you then work hard to exceed their expectations instead of dealing with damage control for the unfulfilled promises.
- **Focus on first impressions:** A customer relationship that starts strong have higher chances to stay strong. You will not have a second chance to make the first impression again so try to make it outstanding.
- **Constantly collect data:** To provide the best support you need to interact with your clients to know their needs and desires to serve them accordingly. This will ensure both productive conversation and valuable feedback. You can provide a personalized customer experience by using the CRM tools to collect data and analysis for each customer.
- **Be where the customers are:** Nowadays, technology is offering variety of channels to contact with customers. Basically, you need to be available on all of them starting from the telephone, mobile devices, social media platforms, live web chat, and beyond. This availability will show your customers how much you care about them.

The CRM tools will facilitate this step by providing the same data across the different channels.

- **Be quick and efficient in responding to and resolving cases:** Immediate response is the goal when it comes to responding to the customers queries. Speed alone is not enough; hence, quality customer support is required to resolve their issues and reply to their concerns.

Excellent customer service has many benefits that play into nearly every aspect of your business—from customer acquisition and retention to reliable feedback and competitive advantages (Brown, 2022).

The use of technology to improve interoffice communication

With the use of technology in workplaces, organizations have been able to increase their productivity and efficiency at a rapid pace. Processes that were once manual and time-consuming can now be achieved in a quick and efficient manner with digital tools, applications, and systems (Elphick, 2022). The use of various technologies in the workplace will improve the interoffice communication.

- **Internal newsletters:** One of the popular communication tools that delivers the less urgent content and information. It is a low cost toll since its being sent via emails, so all the employees have access to it. The purpose of this tool is to share important knowledge internally and create a positive team culture.

Examples: MailChimp and Campaign Monitor.

- **Instant messaging:** This tool allows employees to communicate with each other instantly where they can send texts and share different content including videos, links or even photos. It is very easy to operate since people are used to such systems in their personal lives. It is much faster than emails and less disruptive. It is a great tool to link employees whether they worked in the same area or across the world.

Examples: Skype and Microsoft Teams.

- **Intranet:** Basically, it is a centralized repository that can be filled with knowledge and documents that can be shared among employees to be viewed. It has a restricted access to ensure the safety of the company's knowledge base.

Examples: Blink and Slack.

- **Team collaboration tools:** This tool is better used when working on projects especially if some of the staff members are located in different geographic areas. It supports two-way information flow, and it excludes unnecessary emails.

Examples: Asana and Basecamp.

- **Blogs:** They are usually sitting on the company's intranet website where it is considered to be one of the best tools to promote discussions. It is used to share information, announcements, policies, and different procedures.

Examples: WordPress and Joomla.

- **Corporate social media:** This tool is the easiest one since most of the employees are already using different social media platforms in their personal lives. Mostly, it provides services for free or low prices where the information can be shared quickly and informally.

Examples: Facebook and Yammer.

- **Video chat:** This tool is useful for companies that have many branches that are located in different geographical areas. It saves both travel costs and time which increases the employee's productivity. It offers more flexibility over the traditional ways which create a more collaborative team environment.

Examples: Zoom and FaceTime.

Every working environment has different needs accordingly the most important technologies are the ones that will easily integrate with the systems and procedures used in the company. The company must own various types of the communication tools such as: mail, email, phones, text messaging, video and web conferencing, intranet, collaboration platforms, and corporate social media. They ensure better connectivity between all staff members and managers. They improve the level of collaboration, efficiency, and employee engagement.

Employee performance appraisals

The performance appraisal policy encourages the scheme of the performance appraisal. This is a formal process where a meeting is conducted annually to discuss the employees work throughout the year. The main purpose of this meeting is highlighting the past year's achievement and set goal and objective for the coming year. This is a very important policy which will lead to improve the organizational purpose by ensuring that the employees will show the best of their abilities, develop their potential, and earn suitable rewards.

Policy

A performance appraisal provides each employee and their manager an opportunity to take a look back to review the past year's performance where the achievements will be listed and a new agreement for future objectives will be conducted. It might also consider personal objectives that might be helpful to achieve the company's goals.

The performance appraisal system is specially designed to be positive process by increasing job satisfaction and raising the quality of the provided services using motivating systems. In addition to identify appropriate training and development requirements.

Policy aims

The company believes that employees will perform efficiently when they have a clear picture of their job role, purposes, targets, and objectives. Hence, the policy aims to make sure that employees:

- Have a clear vision of their roles and what are they expected to provide.
- Know the required standards of performance.
- Receive positive and negative feedbacks which will contribute into developing their performance and highlight their accomplishments.
- Recognize their weak areas that requires improvement and training, and development needs.
- Agree to achieve both personal and organizational development.

Roles and Responsibility

The company is responsible to:

- Set sustainable standards to be implemented.
- Provide the required guidance to managers on how to apply the policy.
- Provide the suitable training and development programs for both managers and employees.
- Hold appraisal meeting and reviews annually.
- Inform the employees about the scheme's work and how will it affect them.
- Follow up actions according to appraisals.

Managers are responsible to:

- Make sure each employee has a clear vision of what are they expected to do.
- Help employees set their work targets and objectives.
- Conduct meetings regularly to evaluate progress.

Employees are responsible to:

- Review their performance appraisal and set the required targets and objectives.

Appraisal Process

- **Self-assessment:** By informing the employee 4 weeks ahead that a one-to-one appraisal meeting will be conducted. The employee is required to fill in a copy of the self-assessment and returned back one week before the meeting which will help the employee to contribute.
- **Appraisal performance:** An appraisal checklist will be prepared prior the meeting to set the criteria the manger will use to evaluate the employee's performance and will be used to measure their performance next year.

- **The one-to-one meeting:** Which will be conducted privately to ensure confidentiality. The meeting will have sufficient time so no need to rush things in order to have proper discussions. The one-to-one form's purpose is to record the meeting hence the manger is required to fill it up as soon as the meeting is over to be signed by both parties and a copy will be given to the employee.

Following such performance appraisal policy will surely provide an appropriate framework that clears the evaluation of the performance of each employee.

Job listings

As mentioned above the company is always on the hunt of more innovative and experienced employees in order to achieve their goals. In the following, few samples of job listings for three positions in the company where they are looking to hire people with the most unique value proposition.

- **Secretary**

- ❖ **Job details**

Under the guidance and direction of the HR Manager, the secretary will be responsible for duties such as, but not limited to handling and facilitating communication within the office environment, taking care of inbound and outbound calls, greeting visitors, ordering supplies, and organizing meetings. In addition to enhancing HR functions by providing assistance in culture building activities and communications.

- ❖ **Primary duties**

- Manage all office administrative activities from A to Z, starting from daily mail reaching to maintenance of office equipment along with other daily office operations.
 - Assist with maintaining file system including filing and archiving.
 - Assist with planning the company's events and gatherings.
 - Predict business needs and act in advance to deal with changes.
 - Manage calendars, schedule meetings, and handle any special requests.
 - Assist with preparing presentations, proposals, and reports.
 - Other projects or duties as assigned.

- ❖ **Qualifications and skills**

- High School Diploma required; Bachelor's degree preferred.
 - 2-5 years of relevant experience in Office Administration or Assistant roles.
 - Strong verbal and written communication abilities and effective interpersonal skills.
 - Proficient with MS Office and HRIS programs.

- Excellent organizational skills and attention to detail.
- Prior experience with Human Resources policies and practices is a plus.
- Experience working with remote locations is a plus.

❖ **Expected Salary**

- Salary Range: \$36,444 - \$59,347 annually.

- **Marketer**

- ❖ **Job details**

The company is looking for a marketer who will be working closely with our Director of Marketing to improve and implement marketing plans and various strategies. The marketer will identify marketing trends, potentials, and opportunities for growth along with creating marketing materials. In addition to support senior marketing staff to run the department smoothly by monitoring competitors and preparing sales forecasting reports and other typical marketing duties.

- ❖ **Primary duties**

- Collaborate with the marketing director and team to build marketing strategies.
- Create high quality and engaging marketing materials such as presentations, reports, and social media posts.
- Produce yearly and quarterly campaign plans based on sales data.
- Create and execute targeted campaigns to our clients and prospects.
- Write and send targeted email campaigns.
- Provide administrative support to the marketing and sales teams.
- Write and proofread press releases.
- Assist in special event strategy.
- Engage with clients on social media platforms and maintain good relations.
- Ability to deliver high quality work on deadline.
- Other assigned duties.

- ❖ **Qualifications and skills**

- Bachelor's degree in marketing, business, or related fields.
- 3-5 years of experience in strategizing, planning, and implementing marketing campaigns.
- Fluent in Adobe Suite and other different digital design tools.
- Competency in using Microsoft Office Suite.
- Experience with marketing platforms such as HubSpot is a plus.
- Ability to work effectively in teams and independently.
- Effective written and verbal communication skills.

- Strong attention to details.
- Ability to work in a fast paced environment and manage multiple tasks at one time.

❖ **Expected Salary**

- Salary Range: \$41,456 - \$65,910 annually.

- **Operations Manager**

- ❖ **Job details**

The operations manager is responsible for the operations department where he makes sure that the company's operations are running smoothly. He keeps working to improve processes and procedures while maintaining the const's effectivity. His job is to analyze and evaluate operations to optimize procedures and practices while making sure that the company still meet their legal specifications and regulations. An operation manager must have good understanding of business and financial principles, strong leadership skills along with great communication abilities.

- ❖ **Primary duties**

- Maintain and improve the account set up by implementing new products, prioritizing improvements along with daily support with both internal and external partners and vendors.
 - Ensure that media plans match the clients and the company's goals.
 - Manage the filing and renewals for the risk purchasing group along with the annual policy.
 - Review customer marketing and websites.
 - Collect new client agreements and file them.
 - Oversee daily extracts, reconciliation, corporate actions, market data, performance, and reporting.
 - Daily production support and supervision.
 - Daily communication with IT, legal business units, and vendors to deal with conflicts.
 - Other assigned duties.

- ❖ **Qualifications and skills**

- Bachelor's degree with minimum 5 years of experience.
 - Advanced Microsoft Excel skills and proficiency in Microsoft Office Suite products.
 - Proficiency in revieing large amounts of data within strict timelines.
 - Strong problem-solving skills.

- Strong attention to details along with the ability to manage multiple complex tasks.
- Strong communication skills across functional teams.
- Experience with large scale change environments in project management is a plus.

❖ **Expected Salary**

- Salary Range: \$56,954 - \$87,920 annually.

Employees are considered to be the base of a strong and long-running organizations that's why hiring the right employees is a critical process that needs to be done professionally and carefully.

A health, safety, and wellbeing guide for the company

At the X company safety is a part of everything we do. Our commitment to safety is an important part of our culture where we are dedicated to make our guests dreams come true. Our company's vision is to provide a safe environment where no one can get hurt. Safety is the responsibility of everyone, starting from the chairman of the board reaching to new staff members.

The company has established four quality standards known as the four keys basics: safety, courtesy, show, and efficiency. Safety is the hear of the priceless trust that we earned with our employees and clients. Safety has always come first hence, the company has made a handbook that was especially designed to state the standards that are required to provide a safe work environment. Each employee is required to read this handbook carefully and use it as a reference guide. Where all the basic safety principles, policies, and procedures that are necessary to maintain safety in the workplace.

There are three safety basics:

- I practice safety behaviors in everything I do.
- I take action to always put safety first.
- I speak up to ensure the safety of others.

❖ Safety Committees

The company has a safety committee structure that engages employees in the company's safety structure at all levels, from front-line cast to executive leadership. Where they provide a mechanism to assist in the implementation of consistent safety processes.

Action items will be published on safety bulletin boards that are distributed in various areas. Monthly updates will be applied where the safety committee will provide updates and feedback to leadership and adjustments will be mad accordingly.

❖ **Emergency Phone Numbers**

From spilled water on the ground to extreme situations, safety concerns will keep arising every day. The employees are required to take the following steps in cases of safety concerns:

- If the situation is an emergency, call 911.
- If the safety concern is under your scope of your role, correct it immediately.
- If you need assistance to fix the issue, inform your leader or Safety Service Manager.
- If the situation is not an emergency and not under your scope of role, you can report directly to the Safe Duty Manager using the Safe line.

❖ **Handling Emergencies**

If an emergency occurred at your work area follow these steps:

- Remain calm and assess the situation.
- Get yourself and others away from danger.
- In case of injuries, help injured people and ask colleagues for help if needed.
- Call 911 if assistance beyond your capabilities is needed.
- Notify your boss as soon as possible.

❖ **Medical Emergencies**

If you had a work-related injury or illness that is not considered to be an emergency, no matter how small it seems you need to notify your boss. Use first-aid supplies from your area or receive treatment from Health Services.

❖ **Fire Emergencies**

If you detect or suspect a fire, follow these steps:

- Call 911.
- Remove yourself and others away from harm.
- Notify your boss immediately.

Automatic sprinklers and other fire protection devices must be helping in the situation to control the fire. In addition to portable fire extinguishers that can be used only for small, controllable fires by trained employees. Portable fire extinguishers should be fully charged, accessible, and ready to be used at all times.

❖ **Power Failures**

In the event of a power failure, observe the following guidelines:

- Stay calm.
- Continue working if possible.
- Notify Security Control.
- Under your boss's supervision, start the evacuation procedures.

❖ **Incident Reporting**

All incidents no matter how minor they seem to you need to be reported to your boss ,so the proper investigation can be competed and the appropriate action can be taken to prevent recurrence.

❖ **Severe Weather**

In cases of hurricanes, earthquakes, lightning, or even tornados you need to go back to the safety handbook where you can learn how to deal with each situation properly.

The company cares about their employees' health and wellbeing, so they provide the best kind health insurance to them. By protecting the workers, they ensure to reduce absences, enhance the level of loyalty, and increase productivity and efficiency at the workplace.

Conclusion

HR policies are essential part to support the cultures of trust and fairness by setting the responsibilities of employers and employees in the company. They have a huge impact on the employee's motivation, the company's reputation along with their ability to attract and retain talent. That's why the X company must take all the previous renewed and additional HR policies into consideration. In addition to continuous evaluation and adjustment processes for the sake of the company's success.

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