

Abstract

In this paper we deal with employee turnover of call centre operators in one particular company. To understand various causes of call centre operators turnover we have executed a qualitative as well as quantitative research. In the qualitative research we have interviewed 16 call centre operators focusing on the turnover causes from the view of the operators.

Furthermore we have also interviewed all 3 members of the human resources department. These interviews concerned the functioning of that department as a whole.

Finally, we have interviewed a former HR manager of this company, who have shared with us his views about the work, aim and future of the HR department.

All these interviews have enabled us to understand what the causes of employee turnover are, and what the members of HR department deal with.

In addition, we have executed quantitative research, in which we examined the relation between the rate of employee turnover and age, gender, reaching financial performance goals and work performance. The results of our studies show that there is no statistically significant relationship between age and the operator's termination of employment; length of employment and gender; the time before the termination of the employment relationship on the financial performance goals; nor time effect before the end of the employment relationship on the performance parameter expressed by the number of cancelled contracts. However, we have found a statistically significant relationship between length of employment and termination of employment.

A combination of qualitative and quantitative research has allowed us to discover the causes of high employee turnover rates in the company.

Key words:

Employee turnover, call centre, employee performance, job satisfaction