

Report On
Recruitment & Selection Process of Genex Infosys Ltd.

By

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ID: 16204005

An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School
Brac University
12th May, 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Md. Moshfiqur Rahman
ID: 16204005

Supervisor's Full Name & Signature:

Ms. Raisa Tasneem Zaman
Lecturer
BRAC Business School
BRAC University

Letter of Transmittal

Ms. Raisa Tasneem Zaman
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Madam,

With great pleasure, I respectfully present my internship report on Genex Infosys Ltd. The 12-week internship program was an enlightening journey for me as it exposed me to a highly professional and competitive work environment by working on the country's fastest growing BPO (Business processing outsourcing) agency. The topic of my report is "Recruitment and Selection Process". The main focus of my study was to understand the procedures of recruitment and selection process of Genex Infosys Ltd. I tried my level best to get inside into the actual corporate operations.

I hope that you will consider any mistakes I might have made in the report in spite of my best efforts.

Sincerely yours,

Md.Moshfiqur Rahman
ID: 16204005
BRAC Business School
BRAC University
Date: May 12, 2022

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRAC University

Acknowledgement

The successful completion of this project is the result of many people's contributions, particularly those who have given their valuable time and effort to share their thoughts, suggestions, and experiences in order to improve the report. To begin, I'd like to express my heartfelt gratitude to Almighty Allah for providing me with the strength and calmness I needed to complete the task on time. I would also like to thank my academic supervisor, Ms. Raisa Tasneem Zaman, Lecturer, BRAC Business School, for providing me with the guidance and support I required. This was a fantastic learning experience for me, and I appreciate her efforts to give me proper directions from time to time. I'd also like to thank my field supervisor, Mr. Rakib Ahsan, Senior Executive, Genex Infosys Ltd, for showing me the ropes and guiding me through every step. Finally, my heartfelt thanks go to all of the current employees of Genex Infosys Ltd. for sharing their ideas, information, and industry knowledge with me, which enabled me to complete the report.

Executive Summary

In Bangladesh, business process outsourcing is a growing industry. The scope is very broad, and there are currently only a few well-established companies operating in this market.

Genex Infosys began its journey in 2012, and within seven years it became the first publicly-traded company in Bangladesh's ITeS sector, demonstrating the company's brilliance. Genex grew from two employees to become the largest business process management company. Genex provides a cutting-edge outsourcing service facility equipped with cutting-edge technology and qualified personnel, ensuring service quality excellence and a cost-effective solution to meet client needs. Through continuous process optimization, Genex ensures simplified process management and efficient service quality. Genex has developed and produced business solution systems over the years in this digital revolution that will not only help businesses organize but also stay up to date with the ever changing digitization.

Genex Infosys Ltd.'s Recruitment & Selection Process is quite impressive. Their methods and procedures are cutting-edge. They conduct a thorough background check before hiring an employee/worker, whether external or internal. This allows Genex Infosys Ltd. to easily attract qualified employees who will help Genex Infosys Ltd. achieve their ultimate goal.

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List of Acronyms

BPO	Business Process Outsourcing
HRM	Human resource management
CRM	Management of Customer Relationship
QMS	Quality Management System
ACD	Automatic Call Distribution
CTI	Computer Telephony Integration
RTI	Real-Time monitoring

Chapter 1

Overview of Internship

1.1 Student Information

Name: Md. Moshfiqur Rahman

ID: 16204005

Program: BBA

Major: Marketing

Minor: HRM (Human Resource Management)

1.2 Internship Information:

1.2.1 Internship Period: 3 Months (March-June) Duration can be extended by 1 month if requested.

Company Name: Genex Infosys Ltd.

Address: Nitol Niloy Tower (Level 8),Nikunja C/A, Airport Road, Dhaka-1229

1.2.2 Internship Company Supervisor's Information:

Company Supervisor: Rakib Ahsan

Designation: Sr. Executive

Email: r.ahsan@genex.com.bd

1.2.3 Job Scope:

I work in the company's Compliance and HR & Admin departments. There is almost certainly that the world of work is rapidly evolving. HRM, as a feature of an organization at that point, must be prepared to manage the effects of a changing work universe.

For them, this entails comprehending the ramifications of globalization, changes in innovation, and a diverse workforce. The issue for stand up to is changing aptitude requirements, continuous change activities unexpected staff, decentralized work destinations, and representative contribution. Currently, it is a major test for HRM to assist the organization by providing the best work force to the appropriate position in the shortest amount of time possible. Starting with observing the opening and getting ready for them is a remarkable job. It is also a test to choose between bringing in the right candidates and selecting the best individual in the shortest amount of time.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

- Create and implement HR strategies and initiatives that are in sync with the overall business strategy.
- By addressing demands, grievances, or other issues, you can bridge the gap between management and employee relations.
- Control the hiring and selection process.
- Support current and future business needs by developing, engaging, motivating, and retaining human capital.
- Develop and monitor the organization's overall HR strategies, systems, tactics, and procedures.
- Create a positive work environment.
- Oversee and manage a performance evaluation system that encourages high performance.

- Keep the pay plan and benefits program in place.
- Assess training requirements in order to implement and monitor training programs
- HR metrics are used to report to management and provide decision support.
- Maintain legal compliance throughout the human resource management process.

1.3.2 Benefits to the student:

I work in the Compliance and HR & Admin departments of the company. I worked directly under my supervisor, who kept a close eye on my work. Whenever I had a problem, I would go to him for advice. Furthermore, if I was directed to perform other tasks, other superior officers contacted me. This taught me how to communicate with the people I work for or with, which will be useful no matter where I work in the future. I had to work under pressure since there was an overflow of applicant recruiting at times, and I had to schedule interviews at specific times of the day. When I had to do other things, such as write reports, I had to do it on short notice and with an even shorter deadline. As a result, I had as much experience working under pressure.

1.3.3 Objectives of the Study

Broad of the Objective:

The broad objective of the study is to get the knowledge regarding the recruitment and selection process in “Genex Infosys Limited”

Specific Objectives:

- To explain the Recruitment process of Genex Infosys Limited.
- To explain the selection process of Genex Infosys Limited.

- To discuss employee relationship of Genex Infosys Limited.

1.3.4 Major Difficulties Faced / Limitations

This paper was written about the crucial recruitment and selection process in the BPO industry. There was a lack of a legitimate source of data for cross-pattern analysis and a better understanding of the business situation. Similarly, there were loads of work weight. Regardless, despite these constraints, I have done my best to make the paper as useful as possible, with the hope that it will reflect an accurate picture of the Organization's requirements. Closely related to that defense issue, the following are some extraordinary limitations that I have encountered:

- Limited investiture of information.
- Limited access to association reports.
- As the market is extremely engaged, I am deprived of, making it difficult to uncover internal information.

1.3.5 Recommendations:

Based on my experience with Genex Infosys Limited, I've found a few areas for improvement. In this extremely competitive industry, they should create a personalized remuneration package for their staff. Outside of their framework, they should allow some freedom in terms of working hours. Recruit more HR personnel to achieve the desired outcome. For selecting a different agent, a short interview process is required.

Chapter 2

Organization Part

2.1 Introduction

Genex Infosys Limited, a subsidiary of the IPE Group, is one of the world's leading outsourced providers of customer experience management, with a client list that includes some of the world's most recognizable brands. They achieve outcomes through improving their clients' company and providing exceptional customer service. They are experts in human relationships, which gives us an advantage in providing a great customer experience in every connection. Their skilled business team has the ideal balance of talents and expertise ranging from operations to research, business development, and project management. The depth and breadth of specialist skill sets among Genex workers built with a global vision are ultimately what distinguishes them from the competition. Genex Infosys Ltd. works with a variety of organizations both within and outside of the country to keep their systems and operations functioning smoothly. The services provided by the corporation power the financial backbones of various businesses. They provide value-based creative solutions and services to businesses, allowing them to focus on what they do best: their core business. Their ultimate success is dependent on our clients' success and our ability to advocate for their objectives.

2.2 Overview of the Company

2.2.1 Company profile:



Figure: Genex Infosys ltd.

2.2.2. About BPO Company:

Business Process Outsourcing (BPO) is an abbreviation for this. This is the practice of contracting out a specific work process or processes to an outside service provider. Accounting, payroll, human resources, IT services, data recording, telemarketing, social media marketing, and other services may be provided. Essentially, BPO fills supplementary business functions with services that can be technical or non-technical in nature. There is no evidence to support the claim that BPO is the fastest growing industry in today's

global market. Every year, the score of BPO industries around the world rises. And it is because of this that it is difficult for a BPO company to position itself as a market leader.

However, there have been many BPO companies that have grown exponentially and emerged as industry leaders.

2.2.3. Profile of Genex Infosys Limited:

Genex is a subsidiary of the IPE Group UK, one of the world's leading outsourcing providers of customer experience management, and is trusted by the world's most recognizable brands. Genex Infosys began its journey in 2012, and within seven years it became the first publicly-traded company in Bangladesh's ITES sector, demonstrating the company's brilliance. Genex grew from two employees to become Bangladesh's largest business process management and IT services company.

The contracting of non-primary business activities and functions to a third-party provider is known as business process outsourcing (BPO). Payroll, human resources (HR), accounting, and customer/call center relations are all examples of BPO services. BPO is another term for information technology-enabled services (ITES).

Genex Infosys Limited Services:

The key services of Genex is:

- Outsourcing
- Technology
- Expertise

➤ **Outsourcing:**

Genex provides a cutting-edge outsourcing service facility equipped with cutting-edge technology and qualified personnel, ensuring service quality excellence and a cost-effective solution to meet client

needs. Through continuous process optimization, Genex ensures simplified process management and efficient service quality. Among our outsourcing services are:

- Omni-Channel Customer Experience Management.
- Revenue Generation & Revenue Protection.
- Back office Management.

➤ **Technology:**

Throughout the years of this digital revolution, we have developed and produced business solution systems that will not only help businesses organize themselves, but will also keep up with the ever-changing digitization.

- Contact Center Omni-Channel Solutions
- Management of Outbound Campaigns.
- Management of Customer Relationships (CRM).
- Quality Management System Genex (QMS).
- Artificial Intelligence Chatbot & Voice Agent
- Solution for referral marketing.

➤ **Expertise:**

With the help of experienced managers and enthusiastic newcomers, we have assembled a team That has mastered the art of providing services in all sectors. We are experts in real-time Understanding of business needs and acclimating ourselves to retain and acquire customers.

- Reengineering of Business
- Risk Control
- Automation of Service
- Digital Transition
- Project Administration

➤ **Inbound Services:**

- The Customer's Inquiry (Inquiry about retail outlets, Upcoming Products and offers)
- Handling of Complaints/Correspondence
- Helpdesk support for customers
- Order pickup from distributors, retail outlets, and agents.
- Assistance from channel partners/agents.
- Cross-selling and up-selling
- Inquiry about warranty support service
- Technical assistance via remote access.

➤ **Outbound services:**

- A greeting/welcome call
- Telemarketing
- Acquiring new customers
- Resolution of Complaints
- Market Analysis
- Surveys of customer satisfaction



Figure: Customer Service

➤ **Non Voice Services:**

- Email Response
- Sms response
- Web Chat Support
- Social Media Management

➤ **Solutions:**

Genex has a competitive advantage in the deployment of world-class solutions for various multinational and international organizations. Genex has extensive experience deploying cutting-edge IT infrastructure and technology platforms under the Build Own and Operate model. Genex provides the following solutions:

- ACD (Automatic Call Distribution) System

- Management System for Outbound Campaigns
- Quality Assessment Using an Automated Call Recording System
- IVR (Interactive Voice Response) solution
- Workforce Management (WFM) System for efficient resource utilization
- Quality Management Application Solution to ensure service quality
- Alternatives to Voice (Email, SMS, Web-Chat, WhatsApp)
- CTI (Computer Telephony Integration) System
- Email-SMS-Web Chat Management System to ensure a positive customer experience
- Real-time monitoring (RTM) and dashboards for monitoring operations
- HRIS system
- A firewall/UTM as well as a licensed anti-virus/anti-spam solution.



Figure: Working Environment.

2.3 Customer Services:

Genex has several departments. As previously stated, this is a BPO or telecommunications company. So Genex essentially has some departments such as Grameenphone, Banglalink, Robi, TADL, UPAY, Food Panda, Uber, British Bangla tobacco, and so on. Each department has a different LOB, such as Inbound, Outbound, and Social Media.

Inbound agents are extremely dedicated. They provided services to the customer for 24 hours. Customers can contact the dedicated team and receive services from them. The social media team is also available 24 hours a day, seven days a week. They offer their services through various social media platforms such as Facebook, Twitter, and email.

The main theme of Genex is, “Customer Is Always Right”.



Figure: Complain Management Department.

2.4 Contact Details of the Company:

Name of Company: Genex Infosys Limited

Corporate Office Address: Nitol Niloy Tower (Level 8),

Nikunja C/A, Airport Road, Dhaka-1229

Phone: +88 09 612 111 000

Email: info@genexinfosys.com



2.5: Mission and vision of Genex Infosys Limited:

Mission:

To be the most trusted partner in customer experience management and digital transformation, with a focus on staff experience and engagement.

Vision:

Genex's vision is to meet and surpass clients' expectations. They strive for perfection in whatever they do. Genex's key focus is on adding value and providing great customer care to their clients through innovative and effective solutions. They are dedicated to achieving excellence in whatever they do.

2.6: Organizational Structure: GENEX Infosys Limited has a horizontal organizational structure to ensure consistency and transparency among all of its employees and officials.

They believe that a sense of equality and friendliness combats prejudice and helps people reach their full potential at work.

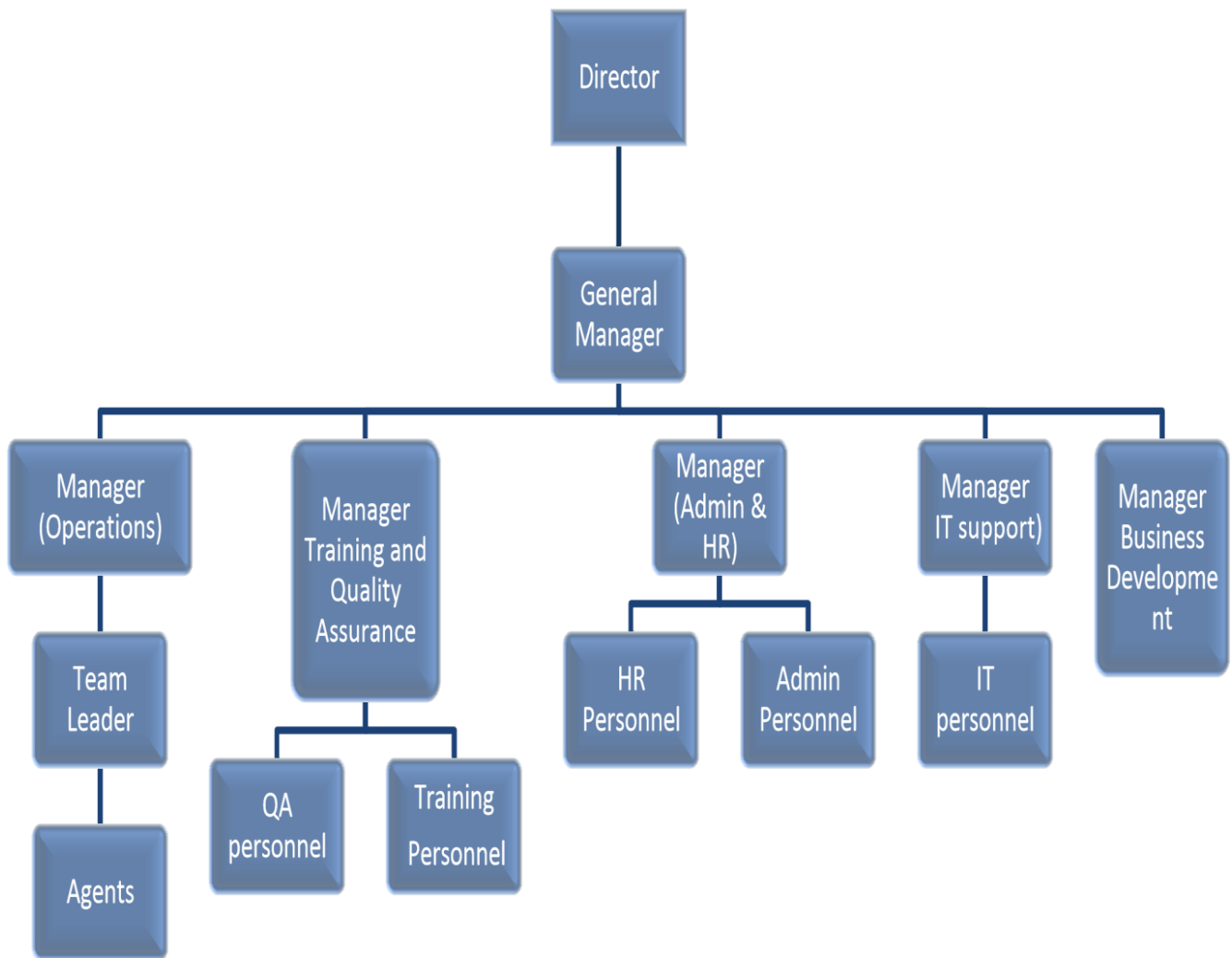


Figure: Organizational Structure of Genex Infosys Ltd.

Genex provides a cutting-edge outsourcing service facility with cutting-edge technology and knowledgeable employees that ensures service quality excellence and a cost-effective solution to fulfill client needs. Through continual process optimization, Genex ensures streamlined process management and efficient service quality. Genex has created and produced business solution solutions that will not only assist businesses keep organized but also stay current with the ever-changing digitalization over the years

In this digital revolution. Genex has built a workforce that masters the art of service in all areas with the help of experienced managers and enthusiastic newcomers. They are masters in recognizing business needs in real time and preparing us to keep and acquire consumers.

The mother company of GENEX Infosys limited is IPE Company and their service is given below:

IPE Serves:



2.7 IPE's Business Portfolio:



IPE's Investment



2.8 SWOT Analysis of Genex Infosys Ltd:

Strength of Genex Infosys Ltd:

- The Company has earned customer loyalty.
- Youth and hardworking workforce.
- Good relationship with the customers.
- Very friendly and comfortable working environment.
- Experienced in BPO market.
- Incorporated with Grameenphone, Bangla link, Robi, Marico, Uber, Digi Malaysia, and Telenor Myanmar.

Weakness of Genex Infosys Ltd:

- Management of different Departments.
- Huge workforce so faces some problems to manage them.
- Competitor's practices similar customs so it's difficult to become market leader.
- Negative perception about 3rd party.

Opportunities of Genex Infosys Ltd:

- Skilled workforce.
- Introduce new HR Techniques.
- Time to time remote exchange preparing.
- New workers (new graduates) are selected each year.
- New branches will be opened in various piece of Bangladesh.

Threats of Genex Infosys Ltd:

- Market pioneers are extremely experienced in this worry.
- Increase Competition to better client benefit.
- Government Plan and regulation.
- Pressure to diminish rate of benefit.
- Fear of termination.

2.9 Recommendations/Implications:

Despite the fact that it is an IT-based firm, they should always be concerned with their mechanical assistance. They should have more employees so that work force will be equally distributed to all the employee.

Chapter 3

Project Part

3.1 Introduction of the Report:

This internship report was written to fulfill a requirement for the BBA program at Brac University. This report was created to integrate the theoretical knowledge gained from university course work with the practical work that occurs in real-world business. This includes understanding the implications of globalization, changes in innovation, and a diverse workforce. The challenge for standing up to includes shifting aptitude needs, continual change activities, unanticipated employees, dispersed work destinations, and representative participation. Currently, assisting the firm by supplying the best work force to the right job in the shortest amount of time feasible is a significant test for HRM. Starting with observing the openings and preparing for them is an outstanding task. It is also a test to decide between bringing in the proper applicants and picking the best person in the least period of time.

3.1.1 Literature Review

In Bangladesh, business process outsourcing is a growing sector. The potential is enormous, and there are now only a few well-established enterprises functioning in this industry. For better performance of a company recruitment and selection process is very important. Recruitment and selection are two separate procedures that cannot exist without the other. They are distinct from one another and are critical members of the organization. It aids in the identification of applicants' potential and competencies for upcoming or current organizational vacancies. It is a link between those who are looking for work and those who are looking for work.

Human Resource Management theories, according to **Korsten (2003)** and **Jones et al. (2006)**, highlight strategies of recruitment and selection and outline the benefits of interviews, assessments, and psychometric testing as employee selection processes. They went on to say that the recruitment process may be internal or external, and that it could also be done online. Typically, this process is based on policies, job posts, and information, advertising, the job application and interviewing process, assessment, decision-making, formal selection, and training (**Korsten 2003**).

Examples of recruiting policies in the healthcare, commercial, and industrial sectors, according to **Jones et al. (2006)**, may provide insight into the processes involved in formulating recruitment policies and defining managerial objectives.

The purpose of the recruitment and selection process is to identify potential employees who will fit well with the hiring organization. Most organizations' recruitment and selection processes emphasize prospective employees' hard technical skills while ignoring their soft behavioral skills. Soft skills, on the other hand, are critical to the effectiveness of quality management practices. According to **Gunasekaran (1999)** identified Conversation, teamwork, cross-functional activity, enfranchisement, mentoring, and training are all important enablers of total quality management.

Total quality management is basically depend on the recruitment and selection process. If the company have good process than the management system of the company also be easier that time. According to **Armstrong, (2009)** human resources are very important to the organization, it can be seen in the process of recruitment as well as in the domain of employee staffing, which is very important for the overall performance of the organization. It is important to note that good employees can propel a company to new heights of success, whereas a single bad hire can devastate a company. Recruitment and selection is the first step in selecting the right person for the right job, and it directly affects the organization's development because it entails planning, targeting, identifying, shortlisting, and selecting the most suitable talent for the specific job. The current study investigates commonly used recruitment and selection practices in order to refresh concepts and understanding for researchers on the subject.

3.1.2 Objective

Discussion of the study objective

3.1.2.1 Objective 01: To explain the Recruitment process system of Genex Infosys Ltd.

Recruitment and Selection:

Because humans are considered the lifeblood of an organization, recruitment and selection is one of the most significant and crucial functions of human resource management. So, if a firm fails to hire the correct people, it will struggle to stay afloat in the market. It consists of a few steps:

- I. **Requisition for Workforce:** The workforce order is the first and most important step in the enrollment process. It is a technique in which the approval is obtained to begin the enrolling process.

- II. **Position and Necessity Analysis:** Understanding the customer relationship in terms of existing business activities, future development designs, and work culture extends to planning skills for a specific position, including work title, expectations, key responsibilities, and other crucial subtle elements that are required to convey accomplishment to the position. Genex Infosys Ltd. thoroughly investigates each market position and enlistment situation.

- III. **MD Approval:** Genex Infosys Ltd.'s Managing Director confirms the order shape and double-checks the required workforce for the specified Department.

- IV. **Candidate Sourcing:** Job postings can be found in places like the daily newspaper and on websites like BDjobs, Jobs.com, and Prothomalo Jobs. And so forth.

- V. **Assessment:** Assessment can be done in a variety of ways, such as:
 - Written Test:** If necessary, a written test will be directed. Written tests are frequently required, depending on the type of post for which the candidate is applying.

 - Meeting:** An interview can be conducted in a variety of ways. In certain cases, the only weapon available to select employees is a meeting. It basically prepares you for a top-tier position, such as. Trainer, general manager, and assistance management.

- VI. **Board/Committee Interview:** There are more than one questioners in this situation. This part of the selection process is usually directed by three to ten members of a board. This is a chance to show off your assemble management and gathering introduction skills in public. In this case, the applicant must examine each questioner's various identity types and modify accordingly.

- VII. **Pay Negotiation:** Before beginning salary (and compensation) negotiations with a prospective client, we must first determine the value of the activity. We should set aside the best time possible to examine. That way, we'll be in a better position to get paid what we're worth and to obtain a job offer that's both practical and reasonable.
- VIII. **Offering Candidates:** The final step in the selection process is to confirm the job offer after all tests have been completed and the candidate has passed all needed tests.
- IX. **Joining and Placement:** There are a few stages to this process: candidates must obtain an arrangement letter from HR, complete out a joining archive, and then be placed under the supervision of their specific line director.

1. **Training and Improvement:**

Training is an important aspect of each representative's job. Employees who have received proper training are more likely to advance. Genex Infosys Ltd. has an internal and external employee training program.

Genex Infosys Ltd. organizes an in-house training program in which both the inner and outer trainers encourage designing programs for specific divisions. The agents will benefit greatly from the inner training program because they will be able to prepare in their own environment.

The HR department organizes two types of in-house training:

- 1) Own Department
- 2) Other Divisions

Own Department: Employees learn by conducting their own work in their own department.

Other divisions include: It is possible if the trainer believes that employees require understanding of work outside of their department.

Outer Training Program: Outer Training Institutes such as bdjobs, prothomalojobs, and

others prepare representatives and give training for a set period of time. Which assists Genex Infosys Ltd. in obtaining effective personnel.

3. Performance Appraisal: At Genex Infosys Ltd., performance appraisal is based on work accomplishment. The framework's main purpose is to evaluate the worker's performance in the activity. After completing a multiyear benefit in the department, a representative's performance is evaluated. In light of the assessment, Genex Infosys Ltd. represents incremental gain if the performance is appealing.

4. Compensation: Genex Infosys Ltd places a premium on compensation. Each employee receives a basic salary that covers things like house rent, medical offices, conveyance, and miscellaneous charges. They also offer a provident fund, as well as reduced absenteeism and unpaid absence.

5. Leave Management System: A web-based Employee Leave Management System streamlines communication between HR and employees, allowing for simple yet effective management of representative absences. The administration of leave ensures that all leave requests and requests for leave are correctly represented.

6. Participation Tracking System for Employees: Following the time and participation of the organization's representatives can be a difficult chore for any company. To ensure that all workers are paid the correct amount on every paycheck, their got or took time is successfully tracked, meticulous records should be kept. Monitoring the majority of this data for each representative can be a depressing effort, but using HR programming to assist the process can make keeping track of workers' time and involvement substantially less demanding and more efficient. It provides HR teachers and division administrators with customized reports to audit.

7. Maintain Security System: Clients can use their corporate email ID to log into the framework. This ID is only accessible over the intranet in the office. For enhanced information

security, the application scrambles all basic data before storing it in the database. MD5-based 64-bit encryption was used for secret word security. As a result, the significant designer is unable to decipher the secret key.

8. Overtime & Night Shift Maintenance: There are exceptional working conditions that allow personnel to work throughout the evening hours. Back office staff are not permitted to work between the hours of 11 p.m. and 7 a.m., however agents (representing several mobile operators) are permitted to handle varied sessions while keeping the end aim of their tasks in mind.

9. Maintaining vacations: Employees, like other professionals, are legally entitled to paid vacation. The amount of paid vacation they receive is determined by how long they work and when the year begins.

3.1.2.2 Objectives 02: To describe Genex Infosys Ltd.'s selecting procedure.

The process of selecting the best candidates for a job using various tools and strategies is known as selection. In our country, the recruitment and selection processes are carried out at the same time. These are referred to as the organization's employment function, and this employment function is detailed below for the Company's procedures.

The Selection process:

The selection process typically consists of eight steps.

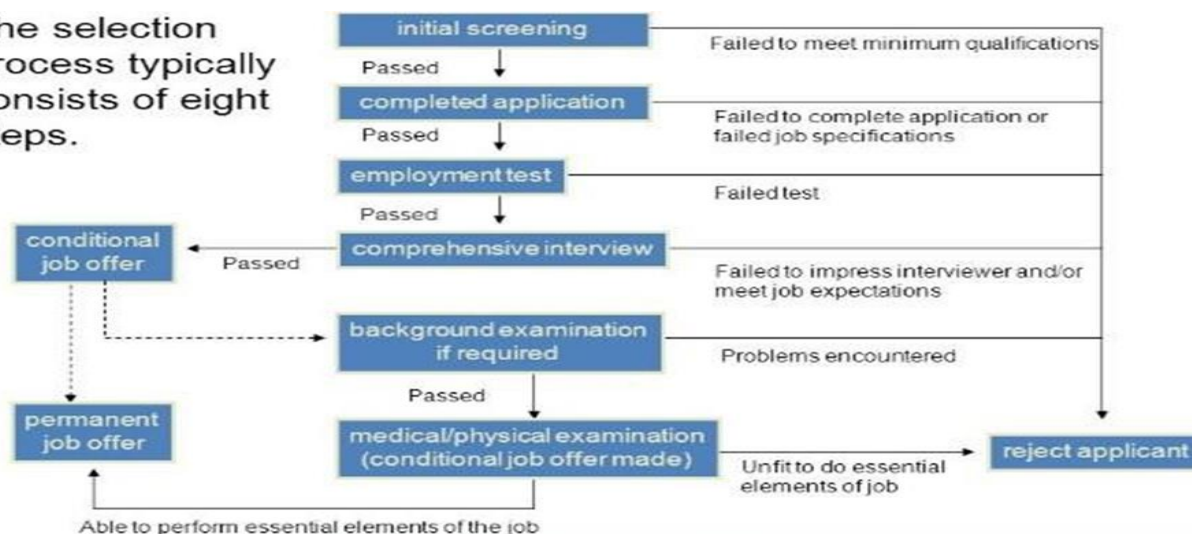


Figure: The Selection Process of Genex Infosys Ltd.

Selection Procedure of Genex Infosys Ltd: As we all know, Genex Infosys Ltd. is Bangladesh's largest BPO, hence they value corporate culture. When it comes to personnel selection, they likewise follow business guidelines. It contains the following items:

1. Preliminary Interview: When the minimum application proportion is reached or the application deadline approaches, the HR office will schedule a primer meeting. The enrollment team will place the applicants on a waiting list and choose them for a second interview based on the following criteria. It contains the following items:

- The candidate's physical appearance
- The Candidate's age is a stumbling block (21-35).
- Must have completed your education.
- Knowledge that is based on where you are in the world.
- Capacity for spoken communication (both Bangla and English).
- Intelligence and the ability to learn.
- Computer literacy is required.

6. **Second Interview:** After successfully defeating the starting meet, the hopeful will appear for the following tests:

- Written Exam (Where Required).
- A communication assessment.
- Technical Examination (Where Required).
- Computer Proficiency Examination.
- A voice evaluation.
- Psychical Test.

7. Written Test (Where Required):

Tests to be Administered	Committee Members
General written capacity, IQ, Reading capacity, Arithmetic, Aptitude test, Leadership quality test.	Recruitment Personnel, Concerned HOD
General written capacity, IQ, Reading capacity, Arithmetic, Aptitude test, future Leadership quality identification test.	Recruitment Personnel
General written capacity, IQ, Reading capacity, Arithmetic & Aptitude test, Leadership quality identification test.	Recruitment Personnel, Concerned HOD
General written capacity, IQ, Reading capacity, Arithmetic	Recruitment Personnel

8. Communication Test:

Program	Coordinator
Group Discussion	Recruitment Personnel, Concerned Department Representative
Speaking Skill	Recruitment Personnel, Concerned Department Representative

9. Technical Test (Where Required):

Department	Technical Test Program	Coordinator
IT, Maintenance, Quality Audit	Trouble shooting of live issues, Maintenance checkup test etc.	IT Manager, Admin Manager, Head of Operations

10. Computer Proficiency Test:

Test Program	Activity Details	Coordinator
Microsoft Office Package	Advance Level Applications (excel functions, graphing tools, Pivot table. Etc.)	Recruitment Personnel, Concerned Department Representative/IT Personnel

11. Voice Test:

Department	Technical Test Program	Coordinator
IT, Maintenance, Quality Assurance	Trouble shooting of voice clarity, local accent, pronunciations etc.	HR Personnel, Admin Manager, Head of Operations

12. Final Interview:

The board will double-check the assessments made in the starting boards before proceeding to a free-choice round. The meeting board's detailed remarks should be noted in the organization application frame. Similarly, the board may opt to shortlist or reject the contender.

3.1.2.3 Objectives 03: To explain the Various Sources of Recruitment of Genex Infosys Ltd.

Pre-Recruitment Activities: Concerned heads of department (HODs) will submit labor demands on organizations to the HR office at least 15 days prior to their preferred choice and position. The concerned HOD should compile the associated data using the labor order structure. It consists of the following components:

It consists of the following components:

- i) Job assessment for required position
- ii) labor design that has been approved

Job evaluation for the required position:

1. Position Specifics: The Head of Concern Department at Genex Infosys Ltd. will keep track of the post name, division name, and types of vacancies, number of representatives necessary, and which staff is required to join.

2. Responsibilities should be expected: The Head of Concern Department specifies the undertaking of the vacant post in the job description. If the predicted set of tasks matches their set of working responsibilities book, concern will arise as a result.

3. Qualifications for Employment: Concern Heads will bring up which skills they require for employment in particular. He also talks about his involvement in a significant field. If prior experience isn't required, the Concern Head will write, "Experience isn't required but recommended."

Approved Labor Design: There is a case for confirmed labor design, and all that is required is to take a mark by whom the demand rises. From that point on, the Head of HR will also sign. After all is said and done, the HOD of HR will forward it to HR personnel for action.

Sourcing applications: The HR recruitment team formally begins sourcing applications using the following strategies:

1. Internal Sources

2. External Sources

Internal Source: They collect resumes from their internal sources. Their commercial cost is reduced by using internal sources. They don't have to spend money on job advertisements since they don't have to. The following are their inside sources:

1. Employee Referrals: Genex Infosys Ltd employs a large number of people. As a result, they can screen a large number of prospects based on the recommendations of their current employees. Employee referrals are also exceptional and a reliable hotspot for Genex Infosys Ltd.

2. Management Committee Referrals: Management advisory group referrals are an excellent way to complete the work. The sources are incredibly trustworthy and reliable. For this reason, the enlisting work force should receive information from the recommendations advisory group.

3. Notice Board: As an advertisement, they posted their needed post on their notice board. They never advertise lower-level positions such as Peon, Security Guard, Driver, and so on on the internet or in the daily press.

4. Transfer and progression in employment: If a vacant post is urgently required, the HR division refers to this source, which they refer to as IJP (Internal Job advancement).

External Source: Genex Infosys Ltd. obtains a large number of candidates from this source. These are the sources:

1. Online Job Posting: Genex Infosys Ltd.'s HR section has a deal with bdjobs.com. The HR chief has complete authority to post a round here. They transmit information on mid-level and anomalous state work here. They must pay according to bdjobs.com for posting work. Prerequisites.

2. Interns: One of Genex Infosys Ltd's outside sources is interns. The HR department requires entombs from multiple educational institutions with the same background subject. Every now and again, an understudy will post their curriculum vitae on their organization's website.

3. CV Bank: HR Department of Genex Infosys Ltd. has 2 types of CV Bank. One is their career website, and the other is their attendance at numerous job fairs.

Formalities Following the Interview:

1. Confirmation of References: During the application methodology/conversation with process, the HR division will check the references provided by the cheerful. The references will be notified and their reports on the reference uncovering association will be obtained by the selection personnel.

2. Issuing a Letter of Appointment: After the verifications have been checked, the Head of HR will issue the Appointment Letter to the candidate. The confident must sign the affirmation of the terms and conditions as shown in the arrangement letter when the course of action letter is issued.

Life at Genex Infosys Ltd:

Genex offers its employees the greatest possible working environment. They provide opportunities for their employees' personal development and growth. Everyone at Genex has the opportunity to test their abilities. Working with expats from other regions adds to the value of generating exceptional results as a group. Join Genex to become a member of a worldwide team dedicated to making a difference in people's lives. They strive to create a collaborative and empowering work atmosphere. They are working to provide a career path for us to follow.

1. A strong desire to perform: Genex is the ideal platform for us to put our enthusiasm into action. Be a Genex if you want to be successful in every aspect. At Genex, we expect nothing less than the best from ourselves, and we are always challenged to improve ourselves and overcome obstacles with optimism.

2. Possibilities for success: We have the potential to excel at Genex because of its locations, diverse service portfolio, and cutting-edge technology and infrastructure. Genex allows employees to create the profession of their dreams.

3. Combining Work and Play: Genex's calendar is jam-packed with events where employees may show off their skills in fields as diverse as arts, entertainment, and sports. The goal is to create a pleasant working environment. This ideal mix of pleasure, culture, and work leads to increased productivity and a more pleasant workplace.

4. Learning to lead: Genex remains at the top thanks to a culture of learning among its employees and an organizational commitment to personal and professional growth. Employee development programs form the foundation of their system for continual learning.

5. Expertise development: It is critical that training requirements for Genex employees are defined and met throughout their careers, in accordance with current and projected business needs. In light of the numerous training requirements arising from various sources, as well as the various channels and media.

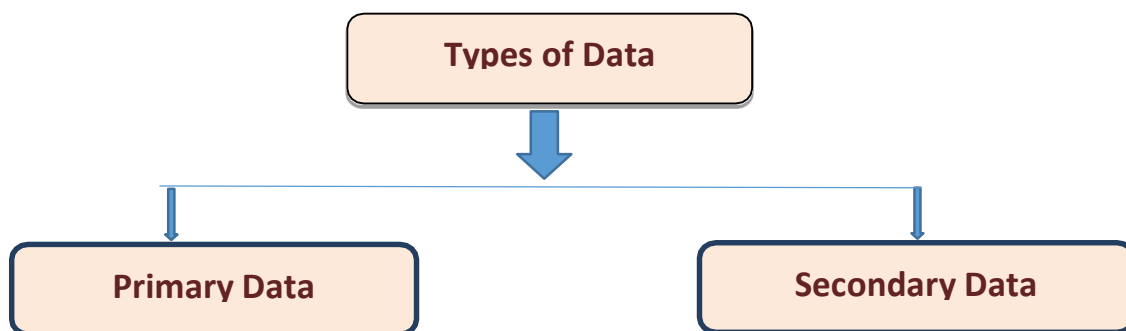
6. Setup of the canteen: Genex Infosys Ltd is Bangladesh's largest BPO Company. There are plenty of refreshments and a large dining area, as well as prayer preparations.

3.2 Methodology:

3.2.1 Data sources:

Data collection is the process method of observation, survey and analysis. There are two types of data:-

- I. Primary data
- II. Secondary data



- Primary data:

The primary data collected through face to face discussion, surveys and participation in the recruitment and selection process of employees.

- Secondary data:

The secondary information collected from websites, various journals and internal newsletter of the organization.

3.2.2 Ways of data collection:

This report has been prepared based on primary and secondary data. This data collected by me following ways.

➤ **Primary data are collected in the following way:**

- Face to Face communication with employees.
- Surveys
- Work experience.

➤ **Secondary data are collected in following ways:**

- From organizational manuals.
- Document and record.
- Website.
- Newspaper.
- Social Media.

3.3. Findings and Analysis:

I've discovered several certainties, both favorable and unpleasant. Genex Infosys Limited never compromises on quality when it comes to overcoming their limitations. Following are some true discoveries based on my perception:

Rate of employee turnover: During my time at Genex Infosys Ltd, I spent practically all of my time working on the enrollment and selection process. Because of their high labor turnover rate, which is not a good indicator for Genex Infosys Ltd, enrollment is a continuous process.

The following is an explanation for the representative turnover rate:

1. Salary: In comparison to other competitors, Genex advances have an extremely inadequate pay package. However, because it is an all-day job, it is quite difficult for a graduate understudy to accomplish this while still receiving this wage package in the current economic climate.

2. Time adaptability: Despite their belief in youth, they do not provide them with a time that is adaptable. Employees' working hours are determined by the company, which is why they have no control over their own activities. As a result, representatives are oblivious to their exam concerns, whether they dismiss Masters and MBA understudies as probable candidates.

3. Call weight: Genex Infosys Ltd is a BPO company, hence their primary administration is client service over the phone. Client call weights are really high here. Within a single day, a representative will pick up at least 300 calls. As a result, they are unable to make a living in those industries.

4. Management's lack of focus on employees: Another important factor in employee turnover is management's need to fixate on their representatives. They just think about the administrations at the Operations level. They do not, however, consider representative completion.

5. Guidance for Disqualified Candidates: Any application may be disqualified due to a lack of skills. Concerned individuals in the Human Resource Department are constantly attempting to urge them to recuperate his missing and land arrangement for this employment. It is really important for any unemployed youth. It is excellent HR practice in the recruitment and selection process.

6. Lengthy Interview Process: It takes an inordinate quantity of time to select an important level call focus specialist. Early in the morning, at 9.30 a.m., the meeting plan was expressed. To get the meeting and voice test, a candidate sometimes had to wait until 5.00 p.m.

7. Noncompetitive Salary: Many talented competitors are hesitant to take on job because of noncompetitive compensation. The salary in the BPO industry is better than the pay in the RMG sector. However, when we compare our pay structure to that of our neighboring countries, it is lower.

8. Less Manpower: Only 8 changeless and 2 authoritative representatives are assigned to all HR issues. It's difficult to cover all responsibilities, enrollment, and representative relations concerns, as well as inspiration issues, in the allotted time with this work.

3.3.1 Results of the Survey:

There were in total 30 responses and the response are collect from the employee of this company who are working here. The chart and questions are:

1. What is your qualification?

30 responses

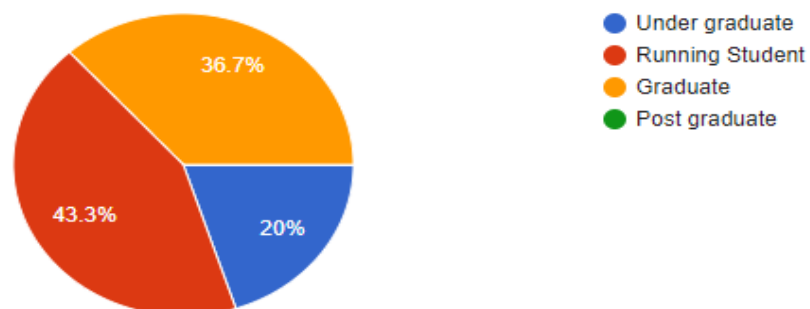


Figure 1: Qualification

The first question was from the survey was the qualification of the employee and 43.3% are running student. They are from different university and 36.7% are graduate and very few like 20% are under graduate.

2. Identify the source from where you came to know about the job?

30 responses

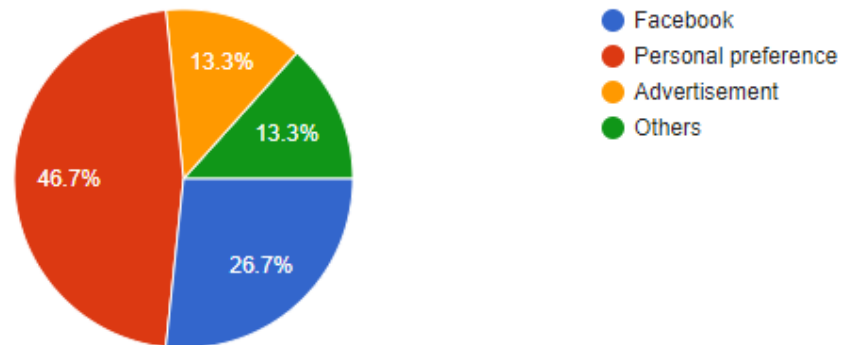


Figure 2: Source

Then the question was source from where they came to know about the job and the most of people around 46.7% people know it from personal preference. They know it from their other friends who are working here. Around 26.7% know from facebook and 13.3% from advertisement and 13.3% from other sources.

3. What are the sources for recruitment and selection?

30 responses

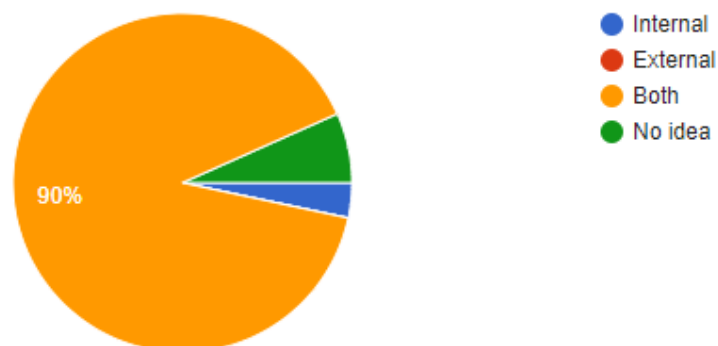


Figure 3: Recruitment & selection sources

In this question maximum number of employee around 90% source are from both internal and external source. Some time they collect from internal like senior post and other normal post they collect from external sources.

4. Are you satisfied with the recruitment process which you selected?

30 responses

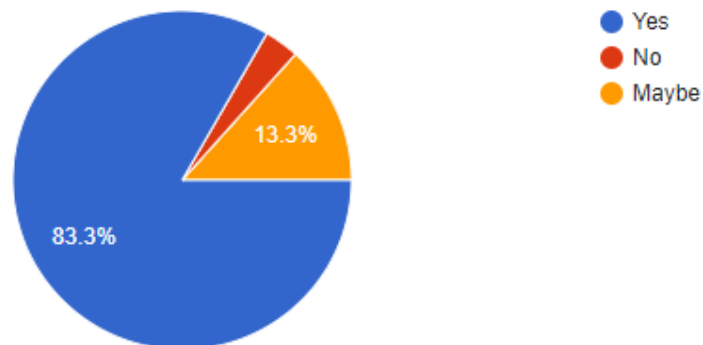


Figure 4: Satisfaction

Around 83.3% are satisfied with the recruitment process and 13.3% are maybe which means the recruitment process is good in this organization so that maximum people are satisfied with this process.

5. How was the approach of management during the recruitment?

30 responses

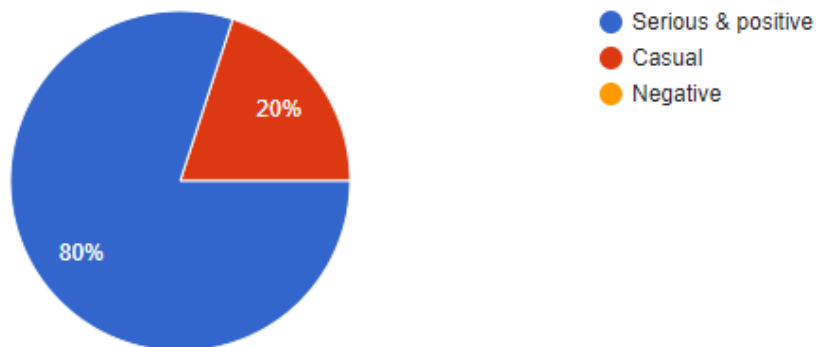


Figure 5: Approach of management during recruitment

If we see the survey 80% said that the approach of management during the recruitment process is serious and positive which means the management team are very serious when they taking any person for the organization and they taking proper justification of that employee.

6. Does the organization clearly define the position objectives, requirements and candidate specifications in the recruitment process?

30 responses

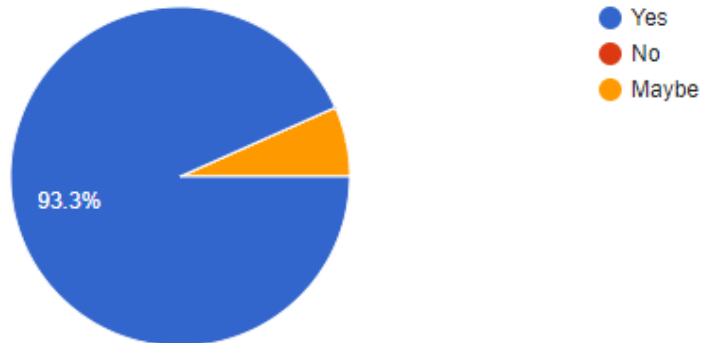


Figure 6: Position objectives, requirements and candidate specifications

Around 93.3% are say yes which means the organization clearly define the position objectives, requirements and candidate specifications in the recruitment process.

7. Since how many months or years have you been working with this organization?

30 responses

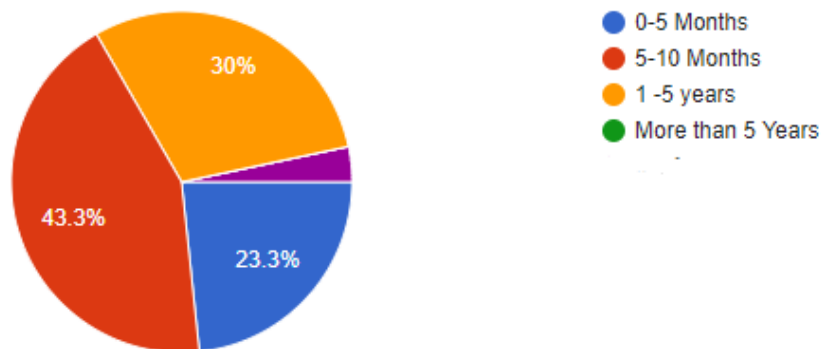


Figure 7: Working time period

Here around 43.3% are working for 5 to 10 months .Maximum are here running student so that when they get better opportunity they move from another job.

8. How well are the organization's affirmative action needs clarified and supported in the selection process?

30 responses

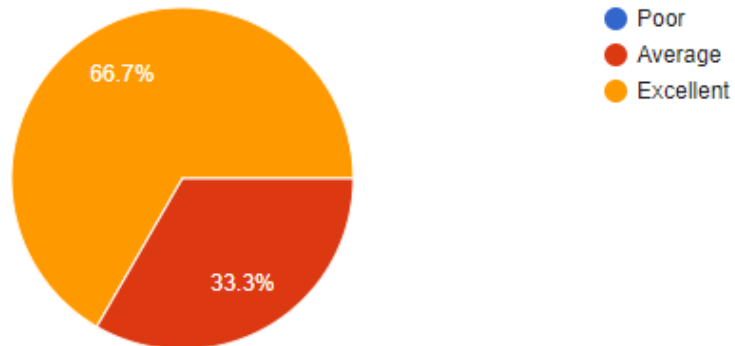


Figure 8: Organization's affirmative action needs clarified and supported in the selection process

Around the survey 66.7% said that the organizations have excellent affirmative action to clarified and supported in the selection process and 33.3% said it was average and no one said about poor which means they have excellent affirmative action's to clarified and supported in the selection process.

9. Rate the effectiveness of the interviewing process and other selection instruments, such as testing?

30 responses

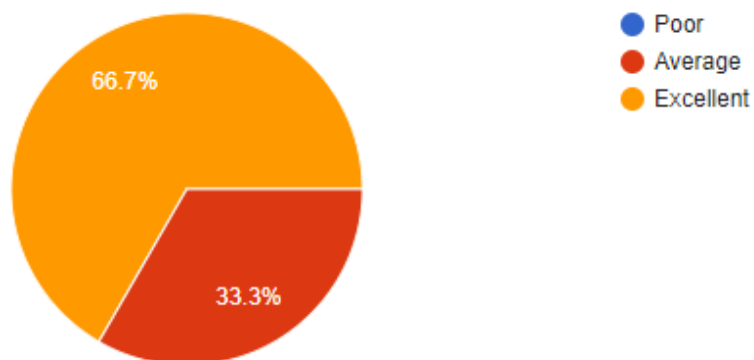


Figure 9: Rate of the effectiveness of the interviewing process and other selection instruments

From the survey around 66.7% said excellent rate the effectiveness of the interviewing process and other selection instruments.

10. Considering your overall experience, how likely are you to recommend our recruiter to your colleagues?

30 responses

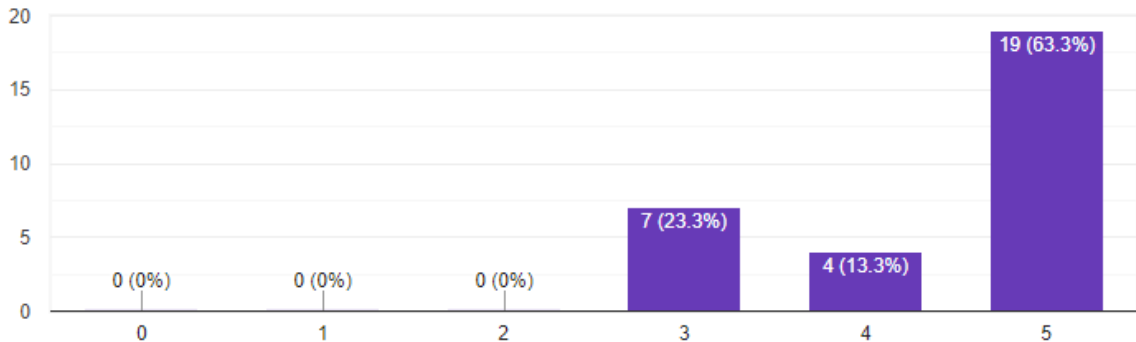


Figure 10: Recommend recruiter to colleagues

From the survey we can see maximum percentage of employee are happy with the organization recruitment process. So around 63.3% were giving 5 out of 5 for overall rating and 13.3% giving 4 out of 5 and the rest were giving 3 out of 5. So we can see the overall experience is good.

3.4 Summary and Conclusion:

Bangladesh's BPO market is quickly expanding. Bangladesh's government has set aside sufficient funds for the ICT sector and is working on a strategy that would make it easier for call centers to obtain loans from banks. If Genex Infosys Ltd. takes advantage of this opportunity to extend their business, they will quickly become the market leader in Bangladesh's BPO sector. They should begin strategic planning in this regard, or they will struggle to stay afloat in this very competitive industry.

Each organization's enrollment process is crucial. It enables an organization to assess their open positions and select the best employees who will become a huge addition to the company in the future. As a result, each organization should place a greater emphasis on its recruitment and selection process. A man who can convey forward the association improvement, Values, morals and all the more significantly Organization Culture in better he will be the association resource.

3.5 Recommendations: Based on my work with Genex Infosys Limited, I've identified a few areas where we may improve. The following are recommendations for the organization:

- They should provide a tailored remuneration package for their employees in this tremendously competitive market.
- They should think about the employee's degree of satisfaction. Make an effort to improve the working conditions of their staff.
- They should provide some flexibility in terms of working hours outside of their framework.
- They should always be concerned with their mechanical help, despite the fact that it is an IT-based organization.
- Attempt to reduce the call weight placed on their worker by gradually enlisting or lowering the representative turnover rate.
- Recruit more HR personnel to get the desired result.
- Follow a competitor's compensation policy; else, employees would be dissatisfied.
- Need to follow short interview process to select different agent.
- A more intensive training approach must be learned in order to raise employee performance to the desired level. Certain provisions for repurposed and current preparing could be included in the HR strategy.
- As the world becomes increasingly globalized, modernization and updating of HR arrangements and practices are critical for any organization. The HR director should keep a close eye on what's going on in the world and adjust strategies as needed to keep up with the changes.

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Appendix A.

Internship Report Proposal

Report on:

Recruitment & Selection Process of Genex Infosys Ltd.

1.1 Broad Objective :

- The broad objective of the study is to get the knowledge regarding the recruitment and selection process in “Genex Infosys Limited”

1.2 Specific Objectives:

- To explain the Recruitment process of Genex Infosys Limited.
- To explain the selection process of Genex Infosys Limited.
- To discuss employee relationship of Genex Infosys Limited.

2. Genex Infosys Limited Services:

The key services of Genex is:

- Outsourcing
- Technology
- Expertise

3. Preliminary Methodology:

Primary data source:

- Face to Face communication with employees.
- Surveys
- Work experience.

Secondary data sources:

- From organizational manuals.
- Document and record.
- Website.
- Newspaper.
- Social Media.

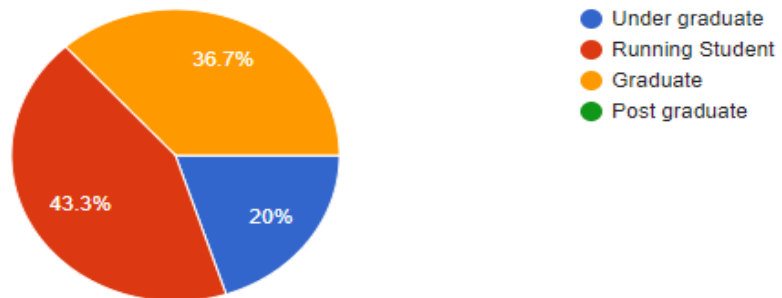
4. Timeline of the report work:

- **Report Work Timeline:** As per BRAC University Guidelines.

5. Internships Duration: 3 months (July to September). Duration can be extended by 1 month if requested.

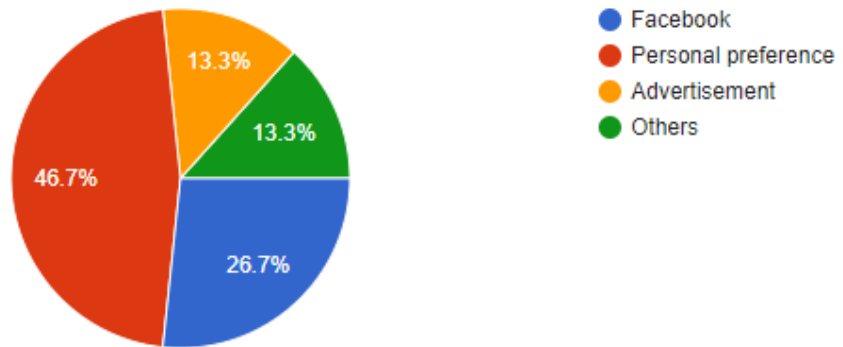
1. What is your qualification?

30 responses



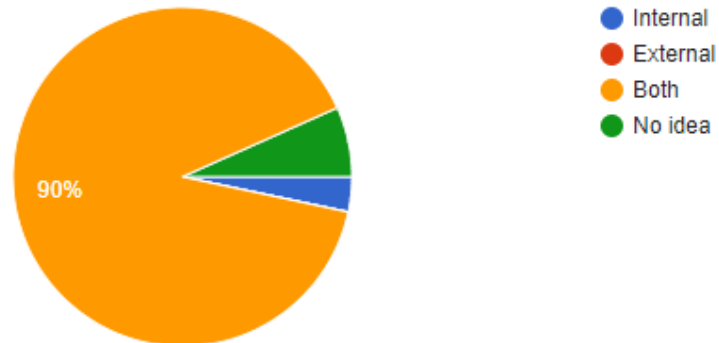
2. Identify the source from where you came to know about the job?

30 responses



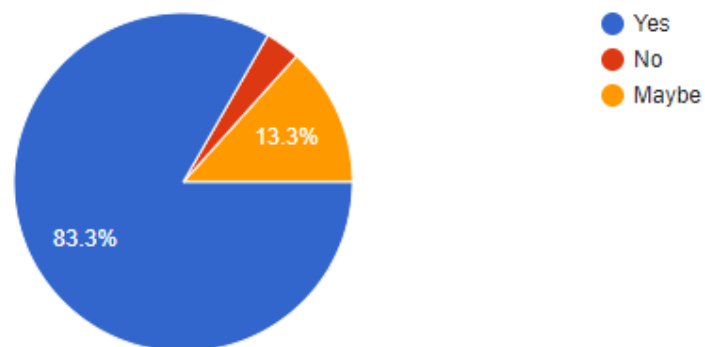
3. What are the sources for recruitment and selection?

30 responses



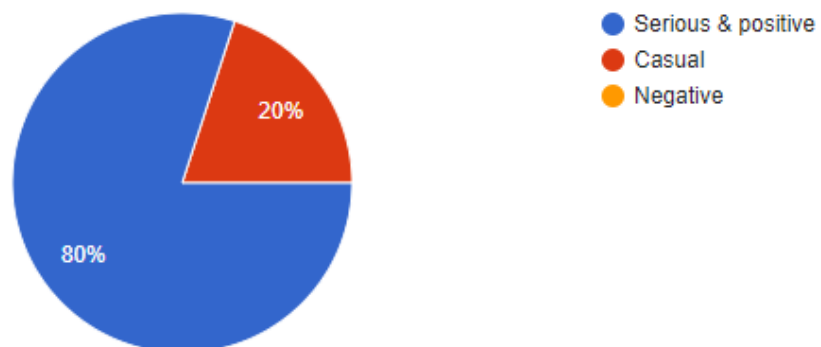
4. Are you satisfied with the recruitment process which you selected?

30 responses



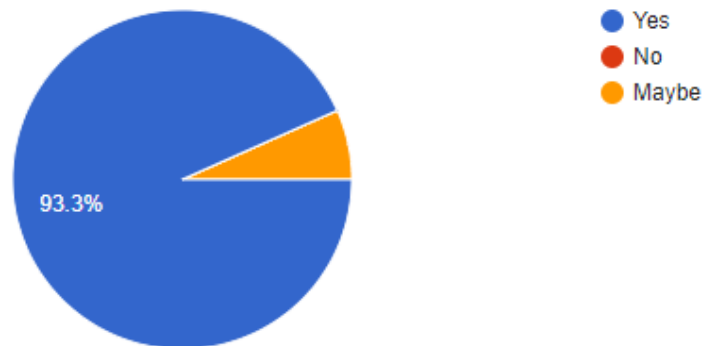
5. How was the approach of management during the recruitment?

30 responses



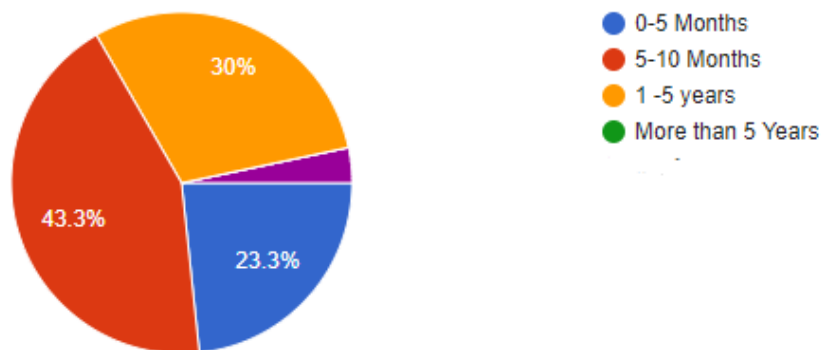
6. Does the organization clearly define the position objectives, requirements and candidate specifications in the recruitment process?

30 responses



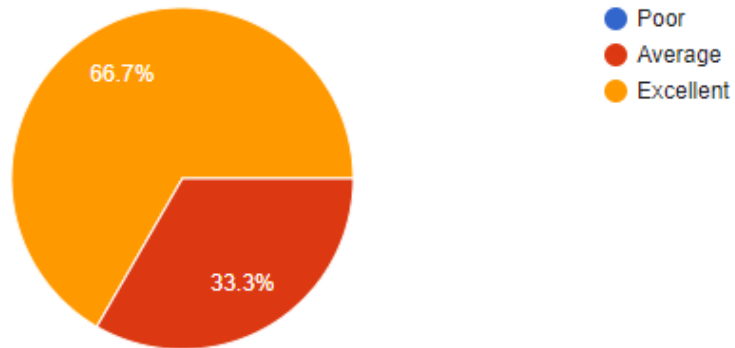
7. Since how many months or years have you been working with this organization?

30 responses



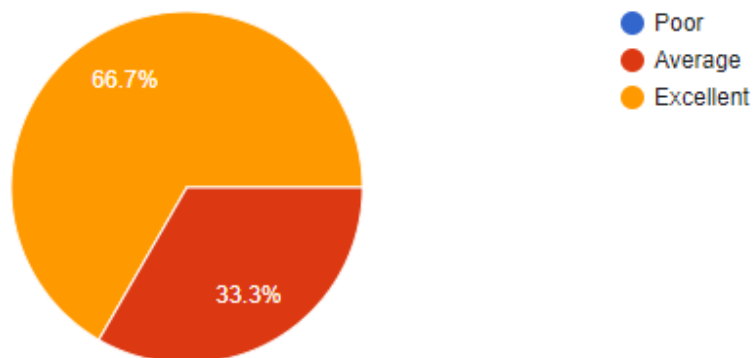
8. How well are the organization's affirmative action needs clarified and supported in the selection process?

30 responses



9. Rate the effectiveness of the interviewing process and other selection instruments, such as testing?

30 responses



10. Considering your overall experience, how likely are you to recommend our recruiter to your colleagues?

30 responses

