

RECRUITMENT STRATEGIES OF WEST CONTACT SERVICES, INC.

Case Study

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RECRUITMENT STRATEGIES OF WEST CONTACT SERVICES, INC.

Undergraduate Case Study
Submitted to the Faculty of the
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In partial fulfilment of the requirements for the degree
Bachelor of Science in Business Management
Major in Human Resource Development Management



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ABSTRACT

ARIAS, MARK ANTHONY M. Recruitment Strategies of West Contact Services, Inc. Undergraduate Case Study, Bachelor of Science in Business Management, major in Human Resource Development Management, College of Economics, Management and Development Studies (CEMDS), Cavite State University, Don Severinodelas Alas Campus, Indang Cavite. October 2015. Adviser: Prof. Cecilia T. Cayao.

A two-month case study entitled ‘Recruitment Strategies of West Contact Services, Inc.’ was conducted at Human Resource Department of West Contact Services, Inc. located at 24/F The Exportbank Plaza, Don Chino Roces Avenue corner Senator Gil Puyat Avenue, Urban Ave, Makati City, Metro Manila from December 22, 2014 to March 31, 2015 to describe the organization and management of the company; discuss the recruitment procedure of the company, identify the recruitment strategies adapted by the company, analyze the recruitment strategies used by the company in sourcing applicants and identify the problems encountered by the company in relation to its recruitment strategies.

Recruitment strategies of the company were gathered through personal interviews with the Human Resource Supervisor and the staff of the Human Resource Department of the company.

Descriptive method was used to analyze the recruitment strategies of the human resource department. Tables, figures and flowchart were used to present other relevant information gathered.

West Contact Services, Inc. used the following recruitment strategies: internal recruitment, external recruitment, job fair, job advertisement, referral bonus and word of mouth.

A unified effort of the members of the human resource department is encouraged to attract more people to work for the company to achieve its goals.

It is recommended that the company may use other recruitment strategies if applicable to attract more qualified workforce.

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INTRODUCTION

A Business Process Outsourcing (BPO) organization is responsible for performing a process or a part of process of another business organization; outsourcing is done to save costs or gain in productivity. A call center performs that part of a client's business which involves handling telephone calls (Thomas N.D, 2012).

The recruitment process is a value added HR process. It is about attracting, interviewing and hiring new employees. It is about the definition of the job vacancy, designing the appealing recruitment text and offering the competitive package to the winning candidate. Human Resource should always find the right position on the job market as the candidates flow smoothly through the organization. The recruitment is not just external; the internal recruitment has an enormous impact on the performance of the company and increases the satisfaction of employees. The recruitment is not just the operational Human Resource process. The definition of the recruitment is not easy, and the whole process can be extremely complex (Brown, 2010).