“COMPETENCY MAPPING: TOOL FOR ESCALATING SERVICE ENCOUNTERS” (STUDY WITH REFERENCE TO SELECTED RETAIL COMPANIES IN BANGALORE)

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ABSTRACT

The purpose of this study is to examine the possible link between Competency Mapping and service encounters in retails. The service provided by employees, help to build a good relationship with customers and can help at increasing their loyalty. Published data for job satisfaction and indicators of services of retail outlets were gathered from five different retail outlets.

The HR Policies serves as the bedrock for all HR applications. As a result all the HR processes like talent induction, management development, appraisals and training yield much better results. It generally examines two areas: emotional intelligence or emotional quotient (EQ), and strengths of the individual in areas like team structure, leadership, and decision-making. Large organizations frequently employ some form of Competency Mapping to understand how to most effectively employ the competencies of strengths of workers.

The objectives of this study is divided into three interesting part that are all cantered on futuristic global companies. First is to learn effectiveness of the Competency mapping in the HR profession. Second is to help the organizations to provide strategies in facilitating the competencies among their employees as a result of which they can minimize the human errors.

KEYWORDS: Competencies, Employees, Global workplaces, Skills.