



GROWING IMPORTANCE OF HR'S ROLE IN INDIAN RETAIL SCENARIO

Retail is one of the most dynamic and lucrative industries. The modern face of Indian retail attracts several young professionals giving them opportunities to learn business strategies, management and revenue earning tips. On the other hand, the experts of the industry work out on new innovative ideas to develop and enhance profitability of the retail industry further. Hence, this ever-budding industry offer good career growth for all who want to earn name, fame and money.

By Vandana Shah

Since Indian Retail industry is an emerging and evolving industry every department needs to be well organised and work systematically for smooth functioning of any retail company. Human Resource (HR) is usually an overlooked department however, it plays a vital role in growth of a retail company by bringing in best practices for creating good working culture. HR policies are required to set up a work process which can be followed by the employees for attaining the organisational goals. The HR policies drafted for each employee give a clear idea of what is expected from them.

HR is Need of Every Retail Organisation

Right from recruitment process to growth, promotions and farewell of an employee, HR plays critical role in maintaining the proper cycle of tenure for each employee. HR is the person who looks into the requirement of the organisation closely along with the director, owners of the company and hire right candidate for the required positions. In absence of HR person and HR policies in retail, the employee of the organisation may feel insecure and face several problems right from understanding the basics to understanding of the goals of the company. He might not know whom to address in case of any salary, leave or other issues that he may face during his working tenure.

Even in small start-up company, a person taking in charge of employees' records and issues is must. In initial period a single person can handle 2-3 departments however, as the organisation grows and develop with more number of employees coming on-board, a dedicated HR department become critical to the need of organisation. For an example, a manager handling 10-15 people can give instructions and supervise workflow sales and services of a store but as far as their leave balances, salaries, offer/ appraisal letters and grievances are concerned he may not be able to handle as his main job responsibilities can suffer due to over workload. So, dedicated HR is must for smooth functioning of organisation's manpower.

Automation of HR in Retail Industry

In most of the medium to big retail organisation, employee volumes are high and therefore, several HR personnels are hired to look after the manpower need and manage them. Many new recruitments, transfers, departures, salaries, leaves, promotions keep happening

THE MAJOR ROLES OF HR



HR PLAYS MAJOR ROLE IN AUTOMATION

HR plays major role in automation - Implementation of HRMS is one of the major roles of HR in Retail Industry. The introduction of ERP system, feeding data, its maintenance/process and everything is looked after by the HR. Through a proper ERP system several stores at different locations of same company can be managed under a single roof.

EMPLOYEE RETENTION/ MOTIVATION

Since employee churn out in retail industry is very high, therefore keeping high pipeline of the employees become very important. So, that any vacancy can be filled immediately and business does not suffer. But before this HRs first priority is to work on Employee Motivation and Retention activities. As training new employees, developing required skills takes more time than getting an old employee retained by solving out his issues.



PLAYS ROLE IN PEOPLE DEVELOPMENT



Retail sector is dynamic, ever changing and creates high pressure on its employees. So, HR plays an important role in developing people with right attitude through timely motivational sessions, workshops, events to ease them and free them from their fears and failures. HR also maintains good repo with each employee so that he can work comfortably and happily.

EMPHASISES ON TRAINING

A competitive HR lays huge focus on training of the employees. For example, a new sales person might not know how to handle all the objections/queries of the customers, so imparting training to him is must for his growth so that he can give satisfactory answers to all customers' queries. HR works hard to build skills in employees, orient them in sales and services. They also work and train for building leaders within the organisation.



TNA (TRAINING NEED ANALYSIS)

An efficient HR also does TNA, a process of identifying the gap in employee training and related training needs. In case, a recruited candidate is well trained in handling client objections but still lacks product knowledge, so it becomes the responsibility of the HR to facilitate training to this candidate.

MANAGES REWARDS/ RECOGNITION & PROMOTIONS

Growth and recognitions are something that keep employees of retail motivated to even work under high pressure. HR is backbone of a retail industry and can create a good team of employees through proper training even before a new store is launched. So, next when you see a proper functioning of a store and happy sales people, need not forget HR has played an important role.



simultaneously so maintaining proper records of every movement is important. Due to so many activities happening together, automation of HR department has become the need of the time. Automation add value to the work culture and indirectly contributes towards better performance which ultimately leads to increase in profitability of the company. In big automatized companies, if an employee wants to take a day's off, he doesn't have to go fill the leave form and get it signed by his senior and submit to the HR. Instead, he can fill leave application online through an ERP, which notifies the manager and HR accordingly. This saves time of the employee, his manager and HR. The system also maintains and stores huge records which otherwise would be difficult if maintained manually.

All these automation and several other process can be managed efficiently through Human Resource Management Services (HRMS). Right from managing leave application to its encashment, drafting salary slips and reimbursements, very process of employee's life cycle in a company can be managed with an ease and efficiently.

HR role in Retail Industry

By now, we know why HR is so important for a retail organisation. A good HR can create a good positive and professional environment for every employee to work to best of their levels whereas, a lack of or an inefficient HR can also demotivate the employees and hamper the productivity of the employee and in-turn the revenue yield. 

About the author:

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