

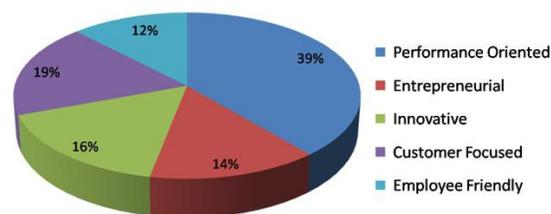
Companies Have More Performance-oriented Than Customer-focused Culture

<http://www.businessworld.in/companies-markets-sector-reports/companies-have-more-performance-oriented-customer-focused-culture#sthash.U3cj3CmJ.dpbs>

Culture isn't one aspect of the game, it is the game. Studies have shown that the culture of an organisation, whether positive or negative, determines the way people behave which also impacts the productivity of the organisation.

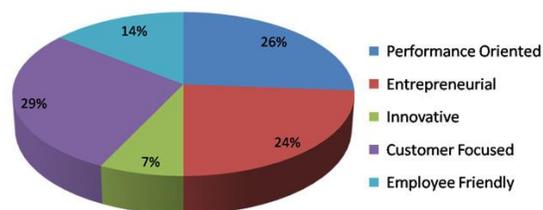
To ascertain the impact of the culture, global executive search firm Executive Access did an online survey with senior managers across 60 organisations in India.

Organisation Culture in the Consumer sector



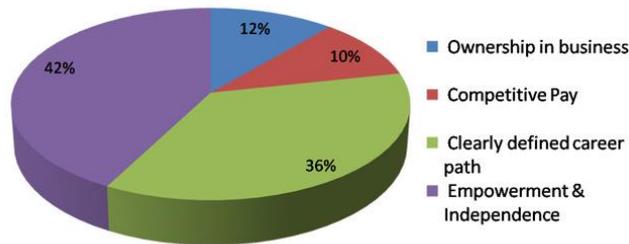
The survey revealed that most professionals believe that the culture they see at their organisations can be best defined as 'performance oriented'. Dwindling sales revenues force firms to be more customer focused and add more value hence a culture of 'Customer Focus' comes a close second followed by 'Innovative' and 'Entrepreneurial' cultures.

Organisation Culture in the Services sector



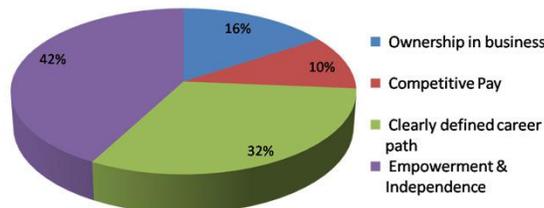
Another important factor for companies is attrition. Positive Attrition is good as it helps infuse new blood and perspectives in an organisation. A major factor that keeps attrition under check in both services and industrial sector is 'empowerment and independence'. As per the survey, 42 per cent respondents in both cases believe that the best way to arrest high attrition is by bringing in empowerment and independence for employees. Creating clarity in the roles and career paths of employees comes a close second while 'competitive pay' at 10 per cent is the least influential factor.

Factors that keep attrition under check in the Industrial sector



Traditionally, people still enjoy empowerment and independence in the services sector. This is owed to the dynamic and volatile work environment of this sector. Consumers have not only become more demanding, but also more aware of the business environment. The need for customized solutions and ideas is the need of the hour and a run of the mill approach is a potent impediment to this sector. Having the freedom to ideate and partner with a customer to provide efficient services is still the main motivating factor for employees of this sector.

Factors that keep attrition under check in the services sector



“The nature of this industry, being so rigid and mundane provides breeding ground for an employee to look for a clearly defined career path. The industrial sector has grown immensely in terms of volume and diversity, but the nature of work still remains regimental. Employees are of a particular mindset which is self-restricting and they prefer to evolve steadily, than to have a dynamic routine of work. The element of job security is crucial and it supersedes all other factors that contribute to an employee’s reason to continue in a company,” says Ronesh Puri, Managing Director, Executive Access.

In the services industry, all initiatives or benchmarks for employees, attribute to the value addition that an employee brings to the customer. Efforts are being made by companies to encourage employees who make their customers’ experiences more valuable.

The major trend of both the consumer sector and services sector has been observed to be performance oriented at 39 per cent and 26 per cent respectively. Since the shelf life of these products is very less, agility and tenacity are perceived to be important qualities for all employees in the consumer industry. The overall culture of the industry is very result oriented and ultimately, performance matters!