

Work Life Balance in the BPOs

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Abstract—*The success and growth of any firm depends upon its work force. But for the workforce to be effective, they should be able to balance their work life and the personal life. Unfortunately, due to the expectations from the management because of high competitiveness and strive for the sustainability in the market and also the demand from the working spouse and the children, the person actually finds it immensely difficult to maintain a balance between his work and personal life. This leads to stress and depression and have negative impact on the performance of employees. Earlier the work life balance was thought to be an inseparable issue for only women but today because of the growing work pressure, the advancements in the technology and the growing demands and expectations from the customers it has become the problem for both the genders in almost all the sectors. This paper is a study on the work life balance of BPO employees in Visakhapatnam. It will throw some light on what strategies are used at both the organisational level and the personal level to try to strike a balance between the work life and the personal life of BPO employee. The main objective of the study is to find the impact of the work life balance on the work life, personal life and family life. The other objective is to analyse this impact separately on men and women. The information for this study is gathered from the employees working in the selected BPOs in the Visakhapatnam city.*

Keywords: *work force, stress, work life balance, work pressure*

1. INTRODUCTION

Business process outsourcing is one of the fastest growing area of ITES industry. India is one of the most preferred destination for outsourcing. The boom in India is due to the availability of cheap labor and the talented pool of English speaking people. Moreover India has quite acceptable tax structure for the investors.

2. BUSINESS PROCESS OUTSOURCING

Business process outsourcing is commonly called as BPO. It refers to outsourcing varied services to various areas. A BPO service provider will manager and deliver services to other companies who either have no time to manage those services or finds its expensive to carry out those services. India is preferred by many companies for business process outsourcing as many organisations in US and UK are outsourcing process to Indian service providers.

BPO is contracting of the business services and activities to the third party service provider. Back office outsourcing is the

internal business functions. The front office outsourcing relates to the customer services. BPOs are growing in importance because of the reduction in the cost and improvement in the organisational efficiency.

3. REVIEW OF LITERATURE

Work-life balance “is the stability characterized by the balancing of an individual’s life complexity and dynamism with environmental and personal resources such as family, community, employer, profession, geography, information, economics, personality, or values” (Crooker et al, 2002: 389). Employee morale, satisfaction, and performance are improved among employees who have received work/life programs such as onsite child care, time for elder care, opportunity to study, opportunities for telecommuting as these reduce the level and intensity of stress that employees experience (Bruck, et al., 2002; Harmon, 2001; Garvey, 2001; Gibson et al., 2006).), work organization in the BPO sector composed of unusual work schedule, overbearing and irate callers, excessive work targets, and daily quality assurance and service performance measurements; workers are deemed to be most exposed to burn-out and other stressors compared to their contemporaries in different industry.

4. OBJECTIVES OF THE STUDY

- The main objective of the study is to find the impact of the work life balance on the work life, personal life and family life.
- The other objective is to analyse the impact of work life balance on the work life, personal life and family life separately on men and women.
- To study the relation between the stress of the employees working in the day shift and the night shift.
- To study the relation between the impact of the marital status on the work life balance

5. SAMPLE DESIGN

This study is done in three call centres of the visakhapatnam city. For this purpose a sample of 150 was taken by using convenient sampling procedure.

6. DATA COLLECTION

Both the primary and the secondary data were collected for the study. The primary data was collected by administering a questionnaire to the BPO employees and the secondary data were collected from the literature review and some other papers.

7. STATISTICAL TOOL USED

The analysis of the data was done by using percentage method.

8. ANALYSIS AND DISCUSSION

Table 1: Demographic profile of the respondents

Demographic factors	Classification	No. Of respondents	%
Age	18-25	53	36
	25-32	71	48
	32-39	20	14
	above 39	6	2
Gender	Male	96	64
	Female	54	36
Marital Status	Single	81	54
	Married	63	42
	Separated	6	4
Income(in Rs.)	10,000-17,000	78	52
	17,000-24,000	57	38
	24,000-31,000	9	6
	above 31,000	6	4
Experience(in years)	0-3yrs	108	72
	3-6yrs	32	21
	6-9yrs	7	5
	more than 9 yrs	3	2

Table 2: Balance between family, personal and work (total respondents)

Respondents (%)	balance between family & work	balance between personal & work
yes	38	26
no	18	24
to some extent	44	50

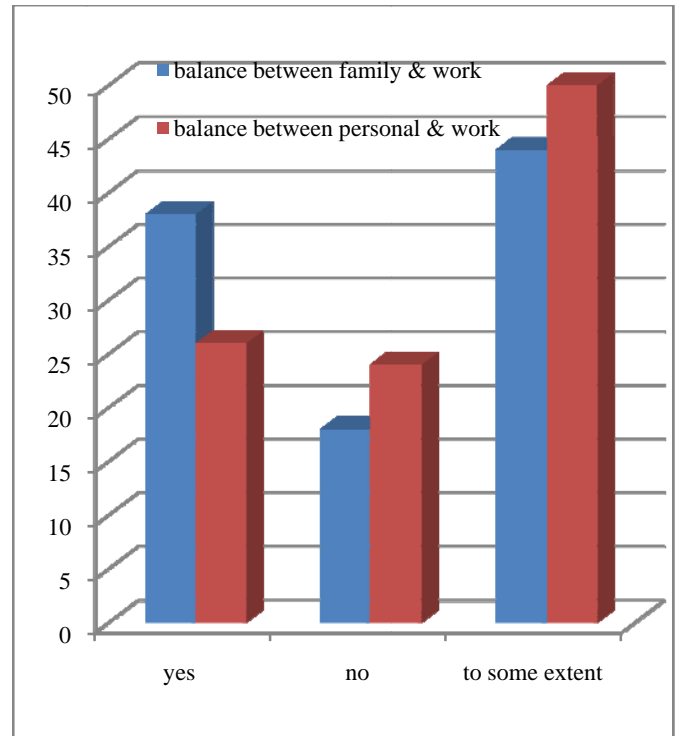


Chart 1

Table 3: Balance between family, personal and work (male vs female)

balance b/w family work personal	balance between family & work	
	males%	female%
yes	34	44
no	16	22
to some extent	50	34
balance b/w family work personal	balance between personal & work	
	males%	females%
yes	25	28
no	19	33
to some extent	56	39

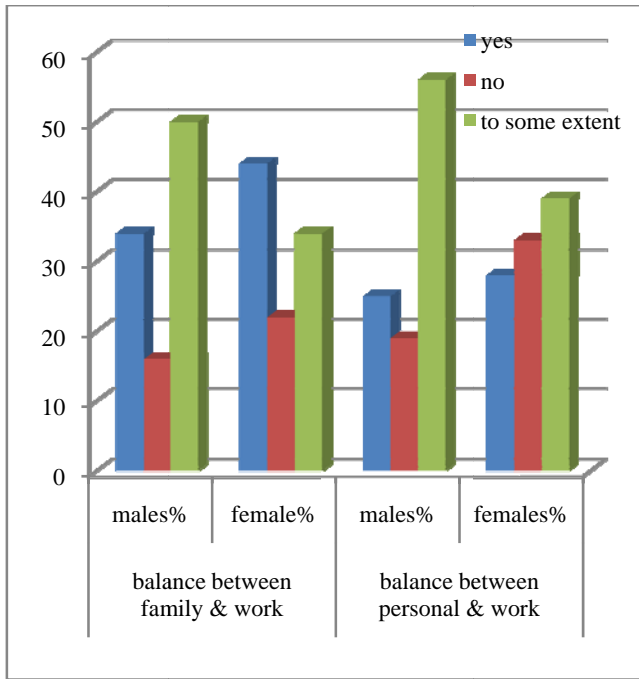


Chart 2

Table 4: Physical and psychological impact on male and females

physical & psychological impact (%)	sleep disorder		headache		stress	
	males	females	male	female	male	female
agree	25	39	6	33		
somewhat agree	47	17	53	23		
somewhat disagree	12	17	13	0		
disagree	16	27	28	44		
physical & psychological impact (%)	eye stress		hearing problem		stress	
	male	female	male	female	male	female
agree	53	44	3	5	6	34
somewhat agree	41	44	53	23	53	22
somewhat disagree	6	0	16	22	13	0
disagree	0	12	28	50	28	44

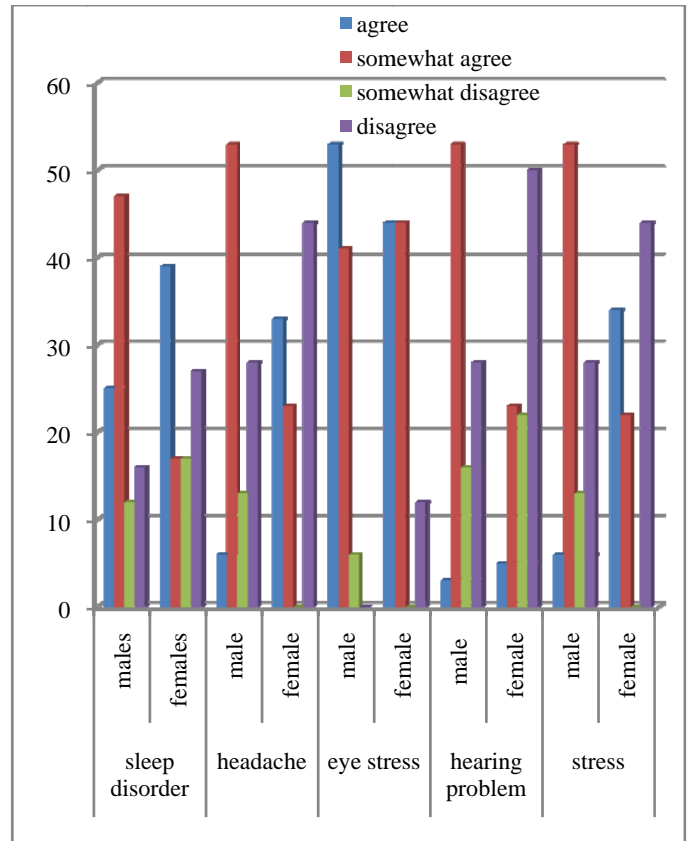


Chart 3

Table 5: Balancing family, personal and work life among single, married and separated

	balance family and work		
	single%	married%	separated%
yes	63	0	100
no	0	43	0
to some extent	37	57	0
	balance personal and work		
	single%	married%	separated%
yes	41	10	0
no	15	38	0
to some extent	44	52	100

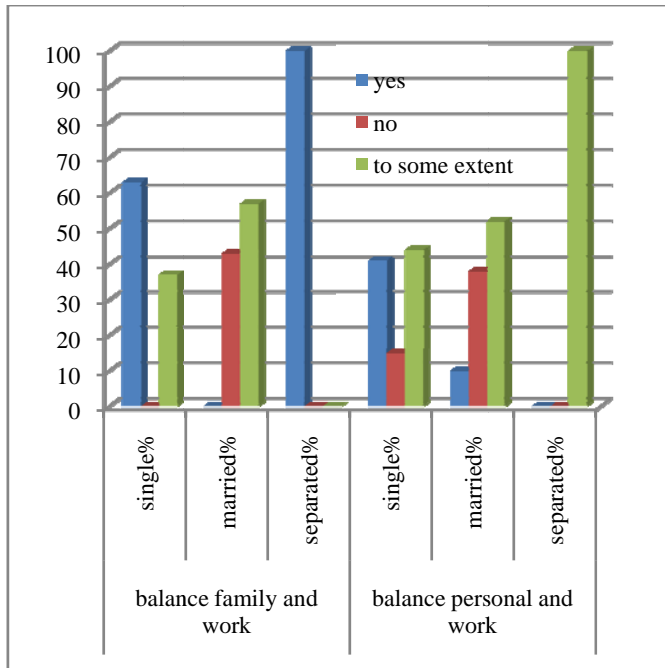


Chart 4

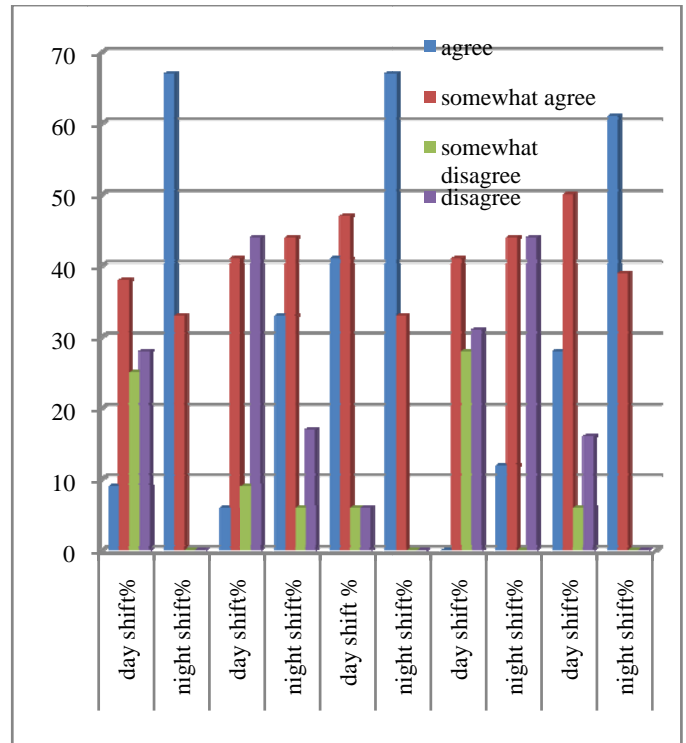


Chart 5

Table 6: Physical and psychological impact of day and night shift

Day & night shift	sleep disorder		headache	
	day shift%	night shift%	day shift%	night shift%
Agree	9	67	6	33
somewhat agree	38	33	41	44
somewhat disagree	25	0	9	6
disagree	28	0	44	17

Day & night shift	eye stress		hearing problem	
	day shift %	night shift%	day shift%	night shift%
agree	41	67	0	12
somewhat agree	47	33	41	44
somewhat disagree	6	0	28	0
disagree	6	0	31	44

Day shift	stress	
	day shift%	night shift%
agree	28	61
somewhat agree	50	39
somewhat disagree	6	0
disagree	16	0

9. FINDINGS AND DISCUSSIONS

Most of the females are able to balance their family, personal and work life as most of the female BPO employees prefer the day shift due to the security and personal reasons. But there is a higher percentage of female BPO employees when compared to the male employees who are not able to balance the family, personal and work life specially if the female employees are married.

Most of the respondents agree that there both physical and psychological impact on them irrespective of the gender but the physical and psychological impact on the females is tremendously more than that of the impact on the men employees. 39% of the female employees as compared to the 25% of men agree that they have sleeping disorder. 34% of the female employees as against 6% of the males employees have psychological stress. The stress is high among females as they find it difficult to balance the family, personal and work life.

The BPO employees agree that their job have an impact on the eye sight but don't agree much for the impact on the hearing ability.

The employees who are single(63%) or separated are able to balance their personal and work life as they are free from the marital responsibilities. But the married employees(43%) find it difficult to balance the family and work life.

The employees who work in the night shift agree that they have physical problems like sleeping disorder, hearing problems or headache and also have psychological stress. 67% of the employees who work in the night shift agree that they suffer from sleeping disorder, 67% agree that their eyes are stressed, 33% agree that they have headache and 61% agree that they have psychological stress. These types of suffering by the day shift employees are comparatively less.

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