Research Methodology

Research design is the conceived plan and structure of investigation to obtain answers to the research questions. This research is organized in the following manner. Initial step is to analyze the status quo of BPO employees.

**Research Design Used:** In this case, a descriptive research design study will be used to study the relationships in question. Descriptive research facilitates the study to obtain accurate and complete information regarding a concept or a situation or a practice. Therefore survey method will be followed for the study.

**Data Collection:** Here, both primary and secondary data will be considered. 
**Primary data** will be gathered using questionnaire as a tool for data collection. **Secondary data** will be collected from books, journals, magazine, reports and websites. For this purpose the use of library and internet will be made.

**Sampling Technique:** Random sampling method will be used for selection of respondents. 
**Sampling population (Place selected):** The respondents will be selected from Mumbai. Therefore, the population of sample will be the BPO employees in Mumbai.

**Sample size:** Total 200 respondents will be surveyed in Mumbai.

**Data Analysis:** Data collected through “Structured Questionnaire” will be tabulated using Excel and SPSS software, interpretation of data will be based on tabulation and analysis. Statistical methods will be used for data analysis. Such as Mean, percentage, standard deviation, correlation etc. the hypothesis will be tested with the help of statistical technique, such as CHI-square test. The conclusion will be drawn on the basis of data analysis. A few suggestions will be made at the end for improvement in life style of BPO employees.
**Work Plan** (Chapter Scheme):

The study will be divided into the following chapters:

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Scope and Significance of the Study

Scope of study makes the research work more meaningful. As there are a number of BPOs in Mumbai itself and they are working in the diverse field like Technical Process Outsourcing (TPO), Knowledge Process Outsourcing (KPO), Legal Process Outsourcing (LPO), customer support, insurance processing, telemarketing, IT help desk, etc hence need felt to limit the study on general BPO working in the field of customer support services which are inbound call centers. They take calls on behalf of their clients at far away places may be of United States of America and United Kingdom.

The significance of business process outsourcing in India is that it gives tremendous opportunities for professionals with different background. The BPO services in India are of various natures. One can get opportunity in operations, client servicing, quality maintenance and control. People with good communication skills and clear voice modulation can go for call centre jobs in India. Most of the major product and servicing company want to enhance their customer service. For this, they require professionals who handle customers over the phone. The other specific areas concerned with BPO industry are project management, HR, accounting, business development and technology. Studies have shown that 64% of those executed outsourcing services preferred India for their back-up functions. Most of the major firms like in US like DEL, LG, Ford, GE and many others have outsourced their non core business to India. This will definitely boost the Indian BPO sector as the global economic market stabilizes.
Utility of the Study

This research report will be helpful to the organizations/institutions and individuals. It will help organization to understand the various problems/issues faced by employees in BPO sector in India and how to retain employees by resolving those issues. Employees in BPO would understand different types of problems prevalent in the BPO sector and how they should tackle them for their fruitful careers in BPO industry.

The research project will be prepared in such a manner that even a first timer should be able to understand the basic aspects of “Problems/issues faced by employees and how to tackle them in BPO sector”. It has been an attempt at simplifying the topic as far as possible. The project covers all the major aspects that need to be known by the readers.