



Q.8	<p><u>CASE STUDY</u></p> <p><u>Company Overview :</u></p> <p>ABC corporation is a mid-sized technology company specializing in software development, with a workforce of 300 employees, the company is focused on achieving growth through innovating and customer satisfaction. The HR department is responsible for ensuring that employees are aligned with the company's strategic objective. Recently, the HR team implemented an HR scorecard to measure and analyze employee performance. This scorecard links employee performance to the company's strategic goals, such as productivity, innovation and customer satisfaction.</p> <p><u>HR Scorecard Implementation :</u></p> <p>The HR scorecard at ABC corporation includes the following :</p> <p>Key Performance Indicators [KPIs] :</p> <p>i) <u>Productivity Rate :</u> Measures the output of employees in relation to the hours worked.</p> <p>ii) <u>Innovation Index :</u> Assess the number of new ideas generated by employees and the implementation rate of those ideas.</p> <p>iii) <u>Customer Satisfaction Scores :</u> Evaluates how well employees meet customer expectations based on feedback.</p> <p>iv) <u>Employee Engagement Levels :</u> Assesses employee motivation, commitment and satisfaction within the company.</p> <p><u>Scenario :</u></p> <p>After one year of using the HR scorecard, the HR department has collected data and is analyzing employee performance. They have noticed that while productivity has increased, the innovation index has remained stagnant, and customer satisfaction scores have slightly declined. Employee engagement levels however, have improved.</p> <p><u>Questions :</u></p>			
a.	What could be the potential reasons for the stagnation in the innovation index despite the increase in productivity?	10	L4	CO4
b.	How can the HR department address the decline in customer satisfaction scores?	5	L2	CO4
c.	What strategies can be employed to sustain the improvement in employee engagement levels?	5	L4	CO4