

PROJECT REPORT

ON

KEEP THE HUMAN TOUCH ALIVE

Submitted by

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CERTIFICATE

This is to certify that the project Report titled “ HUMAN TOUCH ALIVE” is an academic work done by BBA Fifty semester students for the purpose of

understanding research in the area of Human Resource at Villa Marie Degree College for women, under my guidance & direction. To the best of my knowledge & belief the data & information presented by them in the project has not been submitted earlier

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STUDENT DECLARATION

This is to certify that we have completed the Group Project Report titled **“HUMAN TOUCH ALIVE”** under the guidance of **S.Swapna** for the purpose of understanding research in the area of Human Resource submitted by us to the department-BBA at Villa Marie Degree College for Women. This is an original work & we have to submitted it earlier elsewhere.

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ABSTRACT

In a world where everything is digital, how do you keep that human touch with your customers? And why does it matter? That's what we're looking at today. As our technology has advanced, the interactions between brands and consumers have multiplied. Companies are no longer inaccessible entities with a single contact number listed on a website. We can now contact the companies with buy from whenever we want, and mostly, however we want. This is great for both consumers and businesses alike. By positioning themselves in the same digital locations as their customers, companies never miss an opportunity to engage with their customers or potential customers. For customers, they get a more transparent view of the businesses they use, and they get a near-immediate response to any questions or concerns they have (at least in theory).

INTRODUCTION

Social media, predictive analytics and Big Data are changing the entire game for HR departments these days. It is referred to as strategic HRM. We often come across HR professionals talking "do not recruit from so and so university or campus as trends and stats show that candidates from this university quit early" or "data shows that this employee's performance has been dormant for quite a time now, maybe it's time to let him/her go".

Though having such insightful data is quite handy, it might backfire at times. Thus, requiring you to go with your instincts. So here's what you can do to restore the lost human touch back in human resources whilst at the same time utilising technology to your benefit

5 Ways to Restore the Human Touch back in Human Resources

1. Communicate, Talk and Understand

No, big data won't be of much help here. Never forget that you are dealing with real people, not machines. A machine's value tends to deteriorate over time, but this is not the case with humans, because if a person is provided with the right platform and guidance, he/she can improve in time

Make sure that you always talk to your employees whilst understanding them. Communication helps to bridge the gap between management and its employees to a great extent.

2. Listen and Pay Attention to your People

Yes, predictive analytics would need data to help you predict things pertaining to your employees. On the other hand, being a good listener would save the day for you always. This is the reason why management ought to be all ears to its people and their opinions. Your workforce would never achieve their productivity goals unless their opinions are heard.

3. Avoid being Judgemental

Recruiting via social media is the next big trend for HRs and talent acquisition experts all over. To put it straight, are we presuming that what folks share on their social handles is what they are in reality?" This may not be true for everyone. Social media and technology collectively have helped us in several ways. But you always know a person as she/she steps in the room. So avoid being judgemental at early stage.

4. Ample Training

Often businesses admit folks into the HRM department without providing them with sufficient and required training. For an HR department to work and perform at its optimum best, businesses ought to train the right people with the right

techniques and using the right solution. It's all about placing the right people at the right position to resolve problems concerning employees within an organization.

5. Customisation

Remember that one size does not fit all. We live in the era of customisation, since everyone has a different penchant. Tech trends keep on changing at warp speed and HR personnel must never ignore this. Today's workforce consists of a mix of both Gen-Y as well as boomers and thus, benefits for Gen-Y might not go well with the boomers.

So to make your organization appealing to the best talents out there, entrepreneurs and HR leaders ought to understand the diverse aspirations and desires of employees and put to use customised employee management solution

Why the Human Touch Matters in the Digital Era

Being personal is how you stand out from the crowd and let our customers know what we are about. There's no shortage of competition out there in the digital age. The sheer number of digital services available to companies of all sizes has created an explosion in online brand presence across all industries. It wasn't so long ago that making a website for our business meant hiring an expensive web developer and waiting months for the finished product. Today, it's cheaper and easier than ever for a small business to create a highly effective and professional-looking website in a matter of hours.

- 75% of consumers cite they love a brand because of helpful customer service. A well-functioning [customer service team](#) that builds a rapport with customers can have a significant impact on brand loyalty and sales.
- 90% of consumers stay loyal to brands that share their values. Consumers are now more conscious than ever of the social and political practices of brands. Of course, this has the potential to work for you or against you, but most of the time it's a good thing

The Importance of Customer Loyalty in the Digital World

Even if you can sway consumers away from your competitors and convince them to give you a try, turning them into loyal customers who keep coming back isn't an easy task. However, just because it isn't easy doesn't mean it isn't worth pursuing. According to research by [Brand Keys](#), a 7% increase in loyalty can boost lifetime profits per customer by as much as 85%.

Keep Your Social Media Communications Personal and Human

Consumers understand that they're increasingly talking to bots or at least having their data processed through AI, but they don't want to always feel like they're dealing with a robot. Companies are increasingly turning away from the old way of managing their brand presence. This old way revolved around a professional, to the point, and almost clinical style of communication. You still see this sometimes, where a company's Twitter account seems to lack any evidence of the human behind the tweet. This isn't what consumers want. They want to know who you are and get to know you.

Use Customer Service As a Way to Get to Know Your Customers

Your customer service team is on the frontline of your business. They're talking to your customers all day, every day. This puts them in a great position to get to know your customers on a more personal level.

Traditionally, customer service has been very focused on often hard to reach targets. Agents can only be on a call for X amount of minutes, they have to follow a script, and so on. This inflexibility isn't good for agents or customers.

Don't be afraid to give agents more freedom to vary their communication style and see what works. Building a rapport with a customer can leave them with a positive impression of your company – a company that helped them in a time of need and did it with a friendly approach. Customers want to be listened to and above all, they want to be treated like a real person with legitimate wants and needs when it comes to their questions or queries. They don't want to be rushed through a call with an agent who can't tell them apart from the last caller.

Conclusion

In the digital era and the age of Big Data, it's easy to get caught up in trends and statistics and forget about the human element of business. Consumers in the digital age want a great customer experience, and this means they want a 'real' and human experience that they're sure to remember.

Customers want to feel like they're an important part of your business and that they've made a good choice in picking you over your competitors.

Customer experience has now overtaken other business goals and is a number one priority for the world's major businesses. And you can't have a great customer experience without a human touch.

