



A Study on Employee Retention at Ace Automation Pvt. Ltd.

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Abstract

Employee retention has become a major challenge for organizations due to increasing competition for skilled labour and rapid technological changes. This study examines the factors influencing employee retention at Ace Automation Pvt. Ltd., a technology service company. A descriptive research design was adopted and primary data were collected from 150 employees through structured questionnaires. Percentage analysis and weighted average methods were used to interpret the data. The findings reveal that promotion opportunities, working environment, and welfare measures play a crucial role in employee retention. Although most employees are satisfied with incentives and job security, some issues exist regarding transportation facilities, training, and promotion policies. The study concludes that organizations must focus on employee engagement, career development, and supportive workplace policies to improve retention and organizational performance.

Keywords: *Employee Retention, Incentives and Job Security, Career Development, Promotion Policies.*

1. Introduction

Employee retention refers to the ability of an organization to retain its employees for a longer period. High employee turnover leads to recruitment costs, loss of experience, and reduced productivity. In the technology sector, where skilled professionals are highly demanded, retention becomes a strategic priority. Ace Automation Pvt. Ltd., based in Coimbatore, provides IT infrastructure and support services to various organizations. With increasing technological changes and the adoption of artificial intelligence in business operations, companies must ensure that employees are motivated, trained, and



satisfied in their workplace. This study attempts to analyze employee satisfaction, organizational policies, and workplace factors that influence employee retention in the organization.

2. Objectives of the Study

1. To identify the factors influencing employee satisfaction and retention.
2. To analyze the benefits and incentives provided to employees.
3. To examine the facilities and working conditions provided by the employer.

3. Research Methodology

The study adopted a descriptive research design. Primary data were collected using a structured questionnaire distributed among employees of Ace Automation Pvt. Ltd. A sample of 150 employees was selected using simple random sampling. Secondary data were collected from journals, company records, and online sources. Percentage analysis and weighted average methods were applied to interpret the collected data.

4. Data Analysis

Gender	Respondents	Percentage
Male	85	61%
Female	65	39%
Total	150	100%

Age Group	Respondents	Percentage
Below 25	63	45%
26–30	50	36%
31–40	15	11%
Above 40	22	8%

Factor	Rank
Promotion Policy	1
Working Environment	2
Employee Welfare	3
Safety Measures	4

The demographic analysis shows that the majority of employees are male (61%) while 39% are female. Most employees belong to the younger age group below 30 years, indicating a relatively young



workforce. The study also reveals that promotion opportunities and working environment are the most significant factors influencing job satisfaction and employee retention. Employees generally expressed satisfaction with incentives and job security, but some respondent's highlighted concerns related to transportation facilities and training programs. The absence of transportation facilities for employees was one of the major concerns identified in the survey.

5. Findings

- Majority of employees are below 30 years of age.
- Promotion policy and working environment significantly influence retention.
- Employees receive incentives such as awards and bonuses.
- Job security levels are generally satisfactory.
- Transportation facilities are not provided by the organization.
- Training and development programs require improvement.

6. Conclusion

Employee retention is essential for maintaining organizational stability and productivity. The results of this study suggest that while Ace Automation Pvt. Ltd. provides incentives and maintains a satisfactory work environment, improvements are required in promotion policies, training programs, and employee facilities. Providing transportation, strengthening career development opportunities, and improving employee engagement strategies can enhance employee satisfaction and long-term retention. Organizations that invest in their employees through supportive policies and continuous development programs are more likely to achieve sustainable growth and competitive advantage.

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