



A STUDY ON CLIENT ENGAGEMENT AND JOB PLATFORM WITH REFERENCE TO BUTTERFLY CONSULTING AND TRAINING

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ABSTRACT

¹ Customer engagement is the valuable dynamic through which marketers intend to achieve brand loyalty, brand engagement, brand performance, brand satisfaction and achieve a competitive advantage in the market. This study provides an in-depth review of customer engagement considering different attributes like Professional development, Job platform, soft skills, personality and how companies adapt apt strategies to engage and involve customers. The study is focus on Client Engagement and job platforms which helps the organization to attain a sustainable growth and create a brand image. This Descriptive research paper focus on studying the relationship between the employer and employee. ⁵ Primary data were collected with the help of the structured questionnaire from the employee of butterfly consulting and training. ⁷ The sample size considered for the study was 120. The tools for the analysis include Chi square test and Correlation. It was found that the customer and the workplace landscape both continues to evolve, the findings from HR consulting research play a crucial role in guiding organizations toward more effective talent management, organizational development, and workforce optimization strategies.

Keywords: *Client Engagement, job platforms, talent management*



1. INTRODUCTION

³ Client engagement refers to the process of actively involving clients in a meaningful and collaborative relationship with a business or service provider. It goes beyond mere transactional interactions, aiming to foster trust, satisfaction, and long-term loyalty. Effective client engagement entails understanding the unique needs and preferences of each client, maintaining open lines of communication, and consistently delivering value-added solutions. By prioritizing client engagement, businesses can build stronger connections, gather valuable feedback, and ultimately enhance the overall customer experience, leading to mutual growth and success.

In the ever-evolving landscape of employment, job platforms have emerged as indispensable tools for both job seekers and employers alike. These digital platforms serve as dynamic hubs where individuals can explore a multitude of career opportunities and connect with potential employers. Job platforms offer a wide array of features, from personalized job recommendations and resume-building tools to advanced search filters and networking capabilities. For employers, these platforms provide efficient means to reach a diverse pool of talent, streamline the hiring process, and manage job postings with ease. With their user-friendly interfaces and robust functionalities, job platforms have revolutionized the way people navigate the job market, fostering greater accessibility, transparency, and efficiency in the world of employment.

2. OBJECTIVE OF THE STUDY

- To know strengths and weakness of the relationships with clients.
- To know the effectiveness of client engagement setting existing in the company
- To Know the expectations of clients and satisfactory levels in engagement.
- To Know how the Professional development enhance their engagement with clients.
- To analyze the job platforms of the organization.
- To analyse the soft skills personality of clients.



3. REVIEW OF LITERATURE

² *Kim, A. J., & Ko, E. (2012).* "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Although centered on luxury fashion brands, this study investigates whether social media marketing enhances customer equity. Insights from this research can be applied to job platforms' social media strategies to increase client engagement and attract job seekers.

⁴ *Lee, S. H., & Kim, W. J. (2015).* "An empirical study on the effects of personalization in social media advertising. This empirical study investigates the effects of personalization in social media advertising, which can be applied to job platforms' client engagement strategies. It discusses how personalized job recommendations and targeted advertisements based on user preferences can increase engagement and user satisfaction with the platform.

Ettis, S., & Behdani, B. (2016). "The Impact of Customer Engagement on Trust and Loyalty: A Comparative Study between Facebook and Twitter. This study compares customer engagement, trust, and loyalty between Facebook and Twitter. While not directly related to job platforms, it provides insights into how different online platforms foster engagement and trust, which are essential for client interaction on job platforms.

4. RESEARCH METHODOLOGY

Research design is the overall strategy for answering research questions. It includes the theories and models behind a project, the research question, and a strategy for gathering and analysing data. A strong research design produces valid answers to research questions, while weak designs may produce unreliable or irrelevant answers.

A research design includes the following elements:

- ❖ Research problem: Clearly identifies the problem and justifies its selection
- ❖ Literature: Reviews previously published literature on the problem area
- ❖ Hypotheses: Clearly specifies the research questions central to the problem
- ❖ Experimental design: Includes data collection methods and statistical analysis plan



Research design is important because it helps ensure the validity, reliability, and generalizability of research findings. A well-constructed research design allows researchers to draw meaningful conclusions and contribute to the body of knowledge in their field.

5. DATA ANALYSIS & INTERPRETATION

The data analysis about the demographic variable is the majority 51.6% of the respondents are female, the majority 36.9% of the respondents are in the age group between 18-25 years, the majority 63.1% of the respondents are Bachelor's degree. The majority 42.6% of the respondents are at the 6-10 years of work experience, the majority 28.7% of the respondents are receiving salary between 31,000-40,000.

5.1 CHI-SQUARE ANALYSIS

Age of the respondent and in what extend do you feel job platforms facilitate effective communication with clients?

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	31.36	16	.012
Likelihood Ratio	16.91	16	.391
Linear-by-Linear Association	2.38	1	.123
N of Valid Cases	120		

Inference

From the above Table No: 4.4.1, it was found that the Pearson Chi-Square significant value is 0.012 which is less than 0.05. Hence Null hypothesis (H₀) is rejected and Alternative hypothesis (H₁) is accepted. Therefore, it is inferred that there is a significance relationship between the age of the respondent and in what extend do you feel job platforms facilitate effective communication with clients?



Age of the respondent and Did clients trust your company to deliver on promises and commitments.

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	21.10	12	.049
Likelihood Ratio	21.41	12	.045
Linear-by-Linear Association	1.01	1	.314
N of Valid Cases	120		

Inference

From the above Table No: 4.4.2, it was found that the Pearson Chi-Square significant value is 0.049 which is less than 0.05. Hence Null hypothesis (H₀) is rejected and Alternative hypothesis (H₁) is accepted. Therefore, it is inferred that there is a significance relationship between the age of the respondent and Did clients trust your company to deliver on promises and commitments.



Educational Background and the platform effectively connect me with relevant job opportunities

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	10.14	8	.030
Likelihood Ratio	7.56	8	.477
Linear-by-Linear Association	2.55	1	.110
N of Valid Cases	120		

Inference

From the above Table No: 4.4.3, it was found that the Pearson Chi-Square significant value is 0.030 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the Educational Background and the platform effectively connects me with relevant job opportunities.

5.2 CORRELATION

Did the job platform offers a wide range of job opportunities and did the platform provides diverse communication channels for client interactions.

		Did the job platform offers a wide range of job opportunities.	Did the platform provides diverse communication channels for client interactions.
Did the job platform offers a wide range of job opportunities.	Pearson Correlation	1.000	.250
	Sig. (2tailed)		.008
Did the platform provides diverse communication channels for client interactions.	Pearson Correlation	.250	1.000
	Sig. (2tailed)	.008	



Inference

From the correlation table 4.3.1, it can be seen that the correlation coefficient value is .250 which lies in the Low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation, Did the job platform offers a wide range of job opportunities and did the platform provides diverse communication channels for client interactions

I trust the platform to provide accurate and useful information and I am satisfied with the level of support provided by the platform customer service

		I trust the platform to provide accurate and useful information	I am satisfied with the level of support provided by the platform's customer service
I trust the platform to provide accurate and useful information	Pearson Correlation	1.000	.255
	Sig. (2tailed)		.005
I am satisfied with the level of support provided by the platform's customer service	Pearson Correlation	.255	1.000
	Sig. (2tailed)	.005	



Inference

From the correlation table 4.3.2, it can be seen that the correlation coefficient value is .255 which lies in the Low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation, I trust the platform to provide accurate and useful information and I am satisfied with the level of support provided by the platform customer service.

Do you encounter difficulties in finding suitable clients through job platforms? and do you feel job platforms enhance your productivity in client.

	Do you encounter difficulties in finding suitable clients through job platforms?	Do you feel job platforms enhance your productivity in client
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Do you encounter difficulties in finding suitable clients through job platforms?	Pearson Correlation	1.000	.353
	Sig. (2tailed)		.000
Do you feel job platforms enhance your productivity in client	Pearson Correlation	.353	1.000
	Sig. (2tailed)	.000	

Inference

From the correlation table 4.3.3, it can be seen that the correlation coefficient value is .353 which lies in the Low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation, do you encounter difficulties in finding suitable clients through job platforms? And do you feel job platforms enhance your productivity in Client.



6.CONCLUSION

The study aimed to analyse the client engagement and job platform. 130 samples were taken for the research and data was collected through a self-administrated questionnaire across the customers of Butterfly Consulting and Training by simple random sampling method. HR consulting research contributes to the advancement of knowledge in human resources management, enabling organizations to enhance employee satisfaction, productivity, and overall organizational performance. As the workplace landscape continues to evolve, the findings from HR consulting research play a crucial role in guiding organizations toward more effective talent management, organizational development, and workforce optimization strategies.

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