HR POLICIES AND EMPLOYEE PRODUCTIVITY WITH RESPECT TO 24/7.ai

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# ABSTRACT

This research focuses on examining the impact of HR policies on employee productivity with specific reference to 24/7.ai, a leading customer experience and artificial intelligence solutions provider. Human Resource (HR) policies are critical tools that shape organizational culture, drive employee motivation, and enhance operational performance. At 24/7.ai, structured HR practices such as talent acquisition, employee engagement initiatives, career development programs, performance appraisal systems, and wellness policies play a pivotal role in influencing employee outcomes. The study aims to analyze how these policies affect employee satisfaction, retention rates, skill development, and overall productivity levels. Using a mixed-method approach, including employee surveys, interviews, and secondary data analysis, this research highlights the effectiveness of 24/7.ai’s HR strategies in creating a supportive work environment. It also identifies areas where HR practices could be further improved to meet evolving workforce expectations.

**Keywords:**HR Policies, Employee Productivity, Employee Engagement, 24/7.ai, Performance Management.

# INTRODUCTION

This study is conducted to measure the effect of human resource policies (planning, recruitment & selection, training & development, job analysis & design, motivation, performance appraisal, and employee participation in decision making) on organizational performance, to verify if there is a positive and significant relationship between human resource policies and organizational performance, and to measure the scope of application of human resource policies.

HR policies are also defined as that body of principles and rules of conduct which govern the enterprise in its relationship with employees. Such a policy statement provides guidelines for a wide variety of employment relationships in the organization. The purpose and significance of the HR policies hardly need any elaboration.

# RESEARCH METHODOLOGY

##### METHOD DATA COLLECTION

The research has chosen the questonnaire methods of data collection Due to limited time in hand. While designing the hand collection procedure, adequate safeguard against bias and unreliability must be ensured. Researcher has examined the collections of data for completeness, comprehensibility, consistently and reliability.. For the present piece of research, the investigators have used the following methods.

* Questionnaire
* Interview
* Observation

In This study Descriptive research Design is used.

### SOURCES OF DATA

For any study there must be data for analysis purpose. Without data there is no means of study. Data collection plays an important role in any study. It can be collected from various sources.

#### Primary sources:

The Primary data was collected from the respondents by administering a structured questionnaire and also through observation, interview & discussion with management. The researcher collected primary data through structured questionnaire and interview.

#### Secondary Sources:

 Apart from Primary data collected, the data collected through text books, the records of [24]7.ai, Journals from Library, and Internet is used for the study.

# CONCLUSION

This study highlights that the company’s policy focuses on the holistic development of individuals through in-house and external training, reorientation, lateral mobility, and self-motivation. It aims to help employees realize their potential while contributing to both personal and organizational goals. The policy fosters teamwork as a fundamental approach, ensuring a fair and objective system of rewards, incentives, and control. Recognizing contributions in a timely manner helps maintain high employee motivation and morale. Additionally, employees generally understand what is expected from them and how their work goals align with the company's objectives. The company also strives to inspire employees to perform their best every day.

# REFERENCES

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