Quantification of Trainee Satisfaction to enhance the Trainer Performance

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ABSTRACT

The quantification method has been developed to empower the decision making process of measuring trainers performance to ascertain the corporate trainee satisfaction on the trainings delivered by the instructors. The “Satisfaction factor” which forms the basis for evaluating trainee satisfaction is computed on the survey performed. The case studies have been performed on several trainees with a special focus on IT industry. The evaluated Satisfaction Factor is proven to be a useful tool to take necessary measures for improving the trainee satisfaction to enhance the training business in ITES sector. The paper highlights the superiority of the developed “Satisfaction Factor” over traditional methods. The paper also focuses on improving the credibility of the company among the trainees.

Keywords— Quantification; Trainee Satisfaction; Satisfaction Factor; Trainer Performance, IT Industry, ITES

I. INTRODUCTION

Trainee satisfaction is mostly defined as the response to the learning process on his learnt knowledge in the training that he has attended with the respective trainer or instructor.

Trainee Satisfaction is one of the primary measures of the key factor in the growth of training division of any organization. If the trainee is satisfied with the training delivery, then there is higher probability of getting the returning customers.

It is becoming increasingly clear that in today’s dynamic business environment companies that want to remain competitive must adopt a more strategic approach in enhancing the performance of the Instructors to increase the trainee satisfaction.

Instructor Performance matters, Organizational issues such as training time and investment, knowledge and cost involved in providing the knowledge necessary for the trainer to become certified to deliver corporate training is the key in enhancing the performance of the Instructors. Various estimates suggest that losing a single customer is the downfall of the business.

Trainee satisfaction plays very important role in retaining the Instructors in the organization and loosing the Instructor is very costly affair for the organization and hence retaining the Instructor by enhancing Instructors performance to increase the trainee satisfaction is the most challenging aspect of all the training and ITES organizations.

Specifically, there is an overriding theme of trainee satisfaction as a summary concept; affective response; overall evaluation; psychological state; global evaluative judgment; summary attribute phenomenon; or evaluative response[2]. However, there is disagreement concerning the nature of this summary concept. Most of the people in ITES sector believe that trainee satisfaction as similar to the employee satisfaction wide either a cognitive response or an effective response[5].

The evaluation of satisfaction are consistent with trainees' views. Consistent with the procedures of grounded theory, survey is performed to evaluate the Trainee Satisfaction on the corporate trainings attended by them. Survey provides the data needed for the effective decision making for the evaluation of trainee satisfaction.

The prominent techniques for the efficient decision making are[7]:
Paired Comparison Analysis
Grid Analysis
Pareto Analysis
Decision Trees
Force Field Analysis
PMI
Six Thinking Hats
Cost/Benefit Analysis

The qualitative analysis of the evaluation of customer or employee satisfaction varies based on the individual perception and hence there is need for quantification of trainee satisfaction to propose the satisfactory index by interpreting the data that has been acquired in the questionnaire that has been distributed to
the trainees who attends the corporate training in ITES industry.

II. RESEARCH METHODOLOGY

A survey was conducted among various categories of trainees with each member having contact mail and address on file.

Trainees were asked to respond on a 7 point scale with respect to their satisfaction levels on the trainings attended. SWOT analysis has been performed in framing the appropriate and relevant questions in the questionnaire. The survey was conducted with the help of a structured questionnaire was developed using Seven-point semantic-differential scale. The satisfaction factor is evolved to assess each component of satisfaction more accurately and further to assess overall satisfaction of the trainees on the training attended. The scales were anchored at the endpoints with the extremes "strongly satisfied" and "strongly dissatisfied."

A pilot study was carried out on 100 members to assess the competency of the questionnaire. Based on the pilot study, the final questionnaire was framed with appropriate modifications to the questionnaire used in pilot study. Fig.1 shows the final questionnaire used for the quantification of trainee satisfaction. The study was performed on 1000 individual trainees and the results evolved are included in this paper.

The mean for each component in the questionnaire is calculated and is further utilized for weighted calculation of “Trainee Satisfaction Factor”. The Trainee satisfaction factor is the ratio of sum of the weighted means and the number of components in the questionnaire[7].

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\text{Trainee Satisfaction Factor} = \frac{\sum w_i m_i}{N}
\]

Where
- \( w_i = 10 \) for \( m_i > 9 \)
- \( w_i = 9 \) for \( 7 < m_i < 9 \)
- \( w_i = 8 \) for \( 5 < m_i < 7 \)
- \( w_i = 7 \) for \( 3 < m_i < 5 \)
- \( w_i = 6 \) for \( m_i < 3 \)
- \( m_i = \text{mean} \)
- \( N = \text{The number of components} \)

III. RESULTS

The evolved satisfaction factor provides to quantify the data obtained from the survey. The Trainee Satisfaction Factor measurements reveal three different scenarios of the trainee satisfaction.

Scenario1: The Trainee satisfaction Factor having the value above 95 indicates the excellent satisfaction of the trainee on the training he has attended

Scenario2: The Trainee satisfaction Factor having the value above 75 and less than 95 indicates the moderate satisfaction of the trainee on the training he has attended

Scenario 3: The Trainee satisfaction Factor having the value above 50 but less than 75 indicates the slight satisfaction of the trainee on the training he has attended

Scenario 4: The Trainee satisfaction Factor having the value less than 50 indicates the dissatisfaction of the trainee on the training he has attended

IV. CONCLUSION

The quantification method used is effective and easy to implement for the remedial steps for monitoring the performance of the trainers at every level. The satisfaction Factor helps in computerized analysis of all the surveys. This can be extended to any type of organization to measure their customer satisfaction.

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