

# Emerging Technologies and Impact on Employee Relations

Telecommunication Industry

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**Abstract-** Emerging technologies have deep impact on employee relations in telecommunication field. The impact is Positive as well as negative on some aspects. Positive aspects of technological trends are manifold and the negative impact can be worked upon to make it sustainable. This paper focuses on emerging trends in technologies and impact on employee relations with respect to Indian market.

**Index Terms-** *Emerging Technologies, Employee relations, Role of Telecommunication*

## I. INTRODUCTION

With the emerging advancement in technological trend in Industry the employee relations trend also resulted in standardized procedures and mechanization of the activity tasks being performed by the employees. This has improved the work quality and also enhanced the performance at organization level. Telecommunication being fastest development demanding industry in India uses technology with latest trend and is constantly going through upgrades .The latest technological trends improved the analyzability, rapid information exchange. Employees become more system oriented and scope for the individual employee level development also increased further. Telecommunication industry has added advantage of the latest technological developments implementation at faster rate. A combination of technology and strategy has an impact on the employee relations.

## II. EMERGING TECHNOLOGIES

Starting from the conventional Public switched telephone network PSTN with rotary dialing telephones the journey of technological development crossed several milestones such as fixed wireline telephones, digital signaling, copper replaced with fiber, wireless technology advanced from 2G to 3G with footprints of 4G in major part of the country. Layman in India nowadays can enjoy the latest mobile phones, high speed data connections such as 3G , wireline high speed digital subscriber lines, leased circuits on fiber connectivity etc. 4G implementation is

under the development stage and expected to be ready to serve in near future.

## III. EMPLOYEE RELATIONS

Employee relations are defined as the practices which are concerned with the management and regulation of relationships between the organizations individual staff members, and groups of individuals within the organization. Employee relations involve the body of work concerned with maintaining employer employee relationships that contribute to satisfactory productivity, motivation, and morale. Employee relation deals with interaction among the employees at different levels. The relationship between the employees depends largely on the work profile being handled and the responsibilities which form the part of the key performance indicators of the employees. Telecommunication industries in India are largely customer oriented and follow dynamic strategy for customer services. The information is provided to employees to promote a better understanding of management's goals and policies. Information is also provided to employees to assist them in correcting poor performance. Many organizations are inward focused and fail to recognize the importance of various stakeholders that have an impact on their success. Some organizations have foresight to be focused on some of their internal and external stakeholders that impact on the success of the organizations. An organization is only as strong as its weakest relationship. The relationship centered model can be used to ensure long term success and effectiveness of the organization. . The employee relations are based on the various factors such as availability of the individual workplace, availability of upgraded software for performing the day o day activities, pay structure.

## IV. IMPACT OF TECHNOLOGIES ON EMPLOYEE RELATIONS

The technological advancement has a deep impact on the employee relations. The availability of the latest technology communication devices such as, laptops , Blackberry mail services make the access easy .All employees can communicate freely on mails as and when

needed and can reduce response time for the emergencies. In telecommunication industry the use of latest technology is adding value to employee relations.

In case of telecommunication industries the employees have to be available for service all the time. The departments such as customer service, Network operations and maintenance teams need availability of resources within the shortest time duration. The telephonic communication reduces the response time considerably. During the initial days telecom customers need to chase for their problems by visiting personally to telephone exchange and register complaint manually. With the technological advancement the customers can communicate directly from the toll free call centre facility wherein all the feedback is captured online and the resolution confirmation from the customer is also updated on the same toll free number. The employees can communicate with customers on calls which reduce the stress of handling the customers personally.

The telecommunication services form a part of emergency service category hence the employees work in shifts for 24hrs 7 days basis. These employees need to exchange lot of information about the activities that happened in prior shifts. This information exchange is possible due to the online logger system software where all the activities are registered. Hence employee information exchange communication is strengthened.

Since the scope for manual error is reduced in case of technical software system hence employees have better dialogue and no blame game.

The employee relations also depend upon the key performance indicators assigned for every individual. There is a cut throat competition for individual performance appraisal between the employees. The advancement in performance appraisal system also enables employee to communicate directly to the senior management through web base software appraisal system. This has a positive impact on communication with the leadership.

The technological advancement enhanced the analytical ability of the employee. The software system generated reports help the people working together for constructive discussion on the identified improvement plan. With the help of incidences from the system the employees can communicate clearly and realistic action plan can be identified.

## V. NEGATIVE IMPACT OF EMERGING TECHNOLOGY

The major disadvantage of the emerging technological advancement is that the employees may have very less scope of personal interaction on official issues. Instead of talking personally the employees share mails on systems keeping many people in loop causing the matter escalation to more number of people. This may complicate situation hampering the dialogue between the related parties. The employees need separate activity initiated by Human Resources for internal communication and dialogue. Hence HR plays important role for improvement of employee relations. The employee relations in telecommunication industry largely depend on the individual ownership. The different departments have different employees interacting with same customer for concerned product related query. In such case the employee from sales may feel disturbance caused by customer service employee or network service employee and so on. There is a scope for misunderstanding between the employees from different department due to lack of personal interaction. Here again Human resources plays vital role. The initiatives such as leadership meetings with the employees within the departments and cross functional teams may control this to some extent.

## VI. CONCLUSION

Hence emerging technologies have deep impact on employee relation and the impact is positive as well as negative. Employee relations become clear and more system based with the implementation of the advanced software systems. The drawbacks of the technological advancement are also there affecting the employee relations and can be controlled by involving employees in Cross functional communication forum periodically and also measuring the employee satisfaction. Human Resource section has an important role in managing the impact of technology on employee relations.

## REFERENCES

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