

A Study on Employee Engagement Strategies in ITES Enabled in Coimbatore

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Abstract: *This study focuses on employee engagement strategies in the Information Technology Enabled Services (ITES) sector in Coimbatore. The objective of the study is to examine the awareness level of employees towards engagement at work, assess their level of satisfaction with job engagement, and explore the influence of employee engagement on performance growth in the ITES industry. The data was collected and analysed using software tools such as Excel and SPSS. The study findings provide valuable insights into the factors affecting employee engagement and its impact on organizational performance. The study recommends implementing effective employee engagement strategies to enhance job satisfaction, motivation, and productivity in the ITES sector in Coimbatore.*

Keywords: Employee engagement, ITES, Awareness, Job satisfaction & motivation, Performance growth & Strategies

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