

STRATEGIC TRAINING AND DEVELOPMENT MODEL OF SELECTED BPO COMPANY IN METRO MANILA

ABSTRACT

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Training is essential in enhancing employee performance and skill development, which directly contributes to achieving organizational goals. This holds true for both new hires and tenured employees, regardless of their educational backgrounds. In the context of Business Process Outsourcing (BPO) companies, effective training becomes even more critical due to the client-facing nature of the industry. However, some customer service agents are perceived as lacking knowledge and confidence, often demonstrated through poor English communication skills or prolonged response times while searching for answers. This study aims to explore the training and development practices of a selected BPO company in Metro Manila to address such performance concerns and improve service quality. This study employs a descriptive-inferential research method to evaluate the strategic training and development practices within the selected BPO company. Data were collected through questionnaires, interviews, and direct observations. The demographic profile of the respondents was analyzed using frequency distribution. To evaluate training best practices, weighted mean and ANOVA tests were applied. These statistical tools were used to identify patterns and determine the significance of various respondent characteristics on the training and development strategies adopted by the company. The results indicated that demographic factors such as age, gender, civil status, educational attainment, salary, and length of service had no significant impact on the strategic training and development model of the selected BPO company. Regarding innovation and learning opportunities in training, the responses yielded a grand mean of 3.08, categorized as "Moderately Agree," suggesting a neutral sentiment among employees. Similarly, financial support for training received a grand mean of 3.04, also indicating a "Moderately Agree" response. These findings imply that while training structures are in place, employees remain ambivalent about their effectiveness and the level of financial investment provided. The findings suggest a need for the BPO company to enhance its training methodologies, especially by incorporating programs that develop intercultural communication skills, given the global nature of the industry. Furthermore, management must foster transparency regarding financial resources allocated for training and openly communicate future organizational plans. This openness is essential for cultivating employee trust and aligning workforce expectations with the company's strategic direction.

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