

IMPLICATION OF ORGANIZATIONAL CULTURE IN TELETECH BPO COMPANY TOWARDS EMPLOYEE RETENTION

ABSTRACT

AUTHORS

Ella Alapad
Ma. Joy Claire Manayon
Jeffrey Rosales
Francis Jameel Salvosa
Kate Khaely Socobos

RESEARCH ADVISER

Randy C. Villasenor

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Business Administration

KEYWORDS

*employee retention;
organizational culture; bpo
industry; telettech; work-life
balance; flexible work*

ARTICLE ID

AASGBCPJMRA-B09651

High employee turnover continues to pose a major challenge in the Philippine Business Process Outsourcing (BPO) industry. This study investigated the role of organizational culture in influencing employee retention at Telettech, a prominent BPO company. It focuses on five key cultural dimensions—leadership style, rewards and recognition, work-life balance, career advancement, and work environment—to determine how each factor affects employees' decisions to remain with the organization. This study adopted a quantitative research design, with survey questionnaires distributed to 100 full-time employees at Telettech's Novaliches branch. Most respondents were female, aged between 21 and 30, and had 2 to 5 years of experience in mid-level positions. Data were analyzed using weighted means and ANOVA to evaluate the perceived influence of various organizational culture dimensions on employee retention. Respondents reported high levels of agreement across all five cultural dimensions, indicating a positive overall perception of Telettech's organizational culture. Rewards and recognition ranked as the most influential factor in employee retention, followed by leadership style and opportunities for career growth. Employees expressed a strong preference for consistent recognition and motivational leadership that actively involves them in decision-making processes. The findings indicated that employee retention is strongly influenced by recognition of contributions and clear opportunities for career advancement, with career development being especially important to younger employees. Although work-life balance and the work environment also had a positive impact, they received slightly lower ratings, pointing to areas for improvement. Key concerns included rigid schedules, unclear promotion pathways, and limited support from supervisors. ANOVA results revealed inconsistencies in gender-based responses, suggesting potential data handling issues that require further review. To address these challenges, the study recommends implementing leadership development programs, personalized recognition systems, flexible work arrangements, transparent promotion criteria, and wellness initiatives. These strategies aim to build a supportive, inclusive, and growth-oriented culture. Overall, the study highlights the critical role of organizational culture in strengthening employee retention within the competitive BPO sector.

RECOMMENDED CITATION

Alapad, E., Manayon, M. J. C., Rosales, J., Salvosa, F. J., & Socobos, K. K. (2025). Implication of Organizational Culture in Telettech BPO Company Towards Employee Retention. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 26.