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**“Impact of electronic performance monitoring on call centre employees performance.”**



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## **Abstract**

Electronic performance monitoring (EPM) is used to monitor the performance of employees in almost all industries including in call centers. There are advantages of using electronic performance monitoring (EPM) but there are some disadvantages as well which affect both organizational and individual outcomes. It is implied that the advantages and disadvantages of the electronic performance monitoring (EPM) depends on the way it is used and implemented in the organization.

The purpose of this study was to study the relationship between electronic performance monitoring (EPM) and performance of the call center employees. The hypotheses describe the foreseen effects of electronic performance monitoring (EPM) on employees performance, job satisfaction, turnover rate and organization citizenship behavior (OCB), to find out these relationship previous studies and models were also used.

The present study used descriptive design to find the effects of electronic performance monitoring (EPM) on employees performance, job satisfaction, and turnover rate and organization citizenship behavior. The result of the study, involving 150 respondents, shows that electronic performance monitoring (EPM) has negative effect on employee performance, turnover rate and organization citizenship behavior (OCB). While employee job satisfaction increases with the use of electronic performance monitoring (EPM) because they think electronic performance monitoring (EPM) is unbiased in monitoring their performance. Entry level employee shows less performance when call centers use electronic performance monitoring than employees who have experience working in the call centers. Job satisfaction was found to have positive effect on the use of electronic performance monitoring (EPM). Turnover rate was found to have negative effect on the use of electronic performance monitoring (EPM). Organization citizenship behavior (OCB) found to have negative effect on the use electronic performance monitoring (EPM) employees think that when electronic performance monitoring systems (EPMs) are implemented in the organization it also set high standards of work performance which in result reduce their intention to work for the betterment organization or for their coworkers. The results of the study show that electronic performance monitoring does not necessary improve the performance of the employees it can also reduce the performance of the

call center employees when not use properly. So when implementing electronic performance monitoring (EPM) all these aspects should be kept in mind to get most benefits from electronic performance monitoring (EPMs).

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“In the name of Allah, most gracious, most merciful ... praise be to Allah, the cherisher and sustainer of the world ...most gracious, most merciful ... master of the day of judgment...thee do we worship, in thin aid we seek...show us the straight path...the way of those on whom thou has bestowed thy grace...those whose portion is not you wrath in whom we'll not stray. Amen”

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