CLIENT PERCEPTION TOWARDS WOMEN EMPLOYEES WORKING IN VODAFONE: A CASE STUDY OF JALANDHAR CIRCLE, PUNJAB

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ABSTRACT

The 21st century demands to transmit a new administrative centre, one which adapts to a rapidly changing society and constantly satisfying the shifting demands and opportunities of the customers. Over the period of time the economy has become global and is driven by innovations and technological advancements. Therefore, there is a dire need that administrative centres have to transform themselves to serve new customer expectations. The present management system has turned out to be knowledge based and is extremely performance driven. In order to satisfy the objectives of most institutions, there is a need to have a strong organizational setup. Furthermore, the organizations or institutions must have a systematic way to determine which employees is expected to perform desired function or task in order to accomplish the goals of the organization. These jobs, in turn, provide the mechanism for coordinating and linking the various activities that are necessary for success and accomplishment of end results. Moreover, in the era of equality, women also play a vital role in realizing the organizational goal. Keeping the above objectives in mind the researcher in the present paper has made an attempt to assess the client perception towards women employees working in Vodafone and the present data has been collected from customer relationship centres of Vodafone falling under Jalandhar circle of Punjab.