

EASTERN UNIVERSITY SRI LANKA

Faculty of Commerce and Management

second year / second semester examination in BBA/BCom/BEcon – 2007/08

special examination – 2003/2004 (Repeat) (July – 2008)

HRM 2214 - Human Resource Management

Answer all Questions

Time: 3hours

Q1.

CASE STUDY - FRONT RANGE SOLUTIONS

Company Information:

Founded in 1989, FrontRange Solutions Inc. is a privately held company, delivering software that facilitates extraordinary relationship solutions. An international leader in business relationship software for nearly 15 years, FrontRange Solutions employs more than 500 people worldwide.

FrontRange Solutions' products address the needs of customer service and support (help desk), sales force automation (SFA), knowledge management and customer relationship management. Front Range's expertise lies in delivering the highest value, industry-specific, integrated software solutions for the complete lifecycle of business relationships.

And FrontRange puts its knowledge into practice by providing outstanding customer service to the over 100,000 customers and one million plus users. One result: HEAT, the service and support solution from FrontRange, has a 98% customer satisfaction rating as indicated by an independent survey.

We have a reputation for providing big-company solutions at prices that don't exclude small organizations. FrontRange has earned more than 60 major industry awards, including: Software Magazine "Hot 500," Windows Magazine "Win 100," Call Center CRM Solutions Magazine Editor's Choice, RealWare Award for CRM, WinMag.com WinList Award, Entrepreneur Magazine Best Software, Call Center Solutions Product of the Year, and InformationWeek Top 50 Application Service Providers.

Rewarding strategy of FrontRange

FrontRange Solutions rewards its employees...

FrontRange Solutions' Total Rewards Strategy contains four key components to attract, motivate and retain the best talent available in the marketplace:

Compensation:

FrontRange Solutions offers its employees a competitive pay package that provides:

- Compensation for satisfactory work (base salary, merit pay);
- Short and long-term incentives for achieving strategic business objectives;
- Rewards for specific individual or team achievements (bonuses, awards).

- Total compensation for an individual employee is determined by

four considerations: Internal value of an individual's position, as determined through the position evaluation process. To ensure internal equity, positions of similar or equal responsibility will be grouped in the same salary range or band. External competitiveness, as established through market surveys of companies we compete with for customers and talent.

Individual performance, as measured by the annual Performance Development Process (PDP), which identifies individuals who should be considered for higher levels of responsibility and pay.

Business performance, as measured through strategic business goals, such as earnings per share, profit or cash flow. Local programs should complement FrontRange Solutions overall pay philosophy and avoid duplication of global initiatives.

Benefits:

FrontRange Solutions aims to provide private benefits programs that supplement or enhance mandatory plans available in the various locations where we do business. Our programs serve two main objectives:

- (1) To protect employees from risks (sickness, accidents, disability) that may result in substantial economic loss; and
- (2) To provide employees with retirement benefits (pension plans, savings plans, retiree health care) that offer economic security after employment