

**A STUDY ON EMPLOYEE'S ABILITY ON PRODUCTIVITY OF
INSURANCE COMPANIES WITH SPECIAL REFERENCE IN
BATTICALOA.**

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ABSTRACT

Intensive competition in many service sectors pushes firms to continually seek ways to improve their productivity. In these sectors productivity improvement mainly depend on labour productivity. With in these services insurance service is a very important one. Nowadays the insurance companies are contributing to the growth and development of the nation. The insurance company income is derived by field officers who are main income drivers as collecting policies from different customers so the field officers productivity determines the success of the company as well as survival of company.

Objective of this research study was to identify the field officers ability levels of insurance companies in Batticaloa and to suggest the ways to improve the level of employee ability. Seven dimensions have been used to identify the factors influence the levels on employee's ability in insurance companies' employees in Batticaloa. Such as education, experience, interest, intelligent, aptitude, personality and training.

This study involves mainly primary and secondary data. The primary data was collected through questionnaire form 100 field officers in insurance companies. The secondary data collected from the organizations.

The collected data have been analyzed by SPSS (computer package) and EXCEL 2003 MS office package, with descriptive statistics and the research findings employees in insurance companies have ability in moderate level. Therefore the management should take action to improve the field officers ability. I hope this research will help to increase the ability level of field officers in insurance companies and its betterment.

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