

ABSTRACT

The research has been conducted with the objective of study the impact of Organization Development Intervention on recruitment, reward system and supervisor's ability.

The researcher has used methodologies of data based recording as secondary data checklist, interview guide and employee's attitude survey questionnaire to measure sub variables in order to answer Hypotheses of study whether there is different between Pre-ODI and Post-ODI or not by conducted on 132 employees who has been working at The Perfect Life Insurance Co., Ltd then analyzed data through Statistical Package for Social Sciences (SPSS).

After conducted OD Intervention, the research result showed the difference in the all items mean value and proposed intervention result in the area of recruitment methods. A hypothesis testing was accepted the alternative hypotheses H_a : There is the significant difference between pre-ODI and post-ODI in Telesales Department on recruitment, reward system and supervision's ability. Based on the findings of this study, recommendations have been given in two parts; continue conducting company branding and Telesales function's task through various media for long term succession of gaining more applications for telesales representative position should be implemented by company and Human Resource Department and another part was related to turnover reduction by contribute the company to constant conducting and developing the reward system program, supervisor's ability and concern for in customer's list for long term succession in terms of company's sales production achievement and to create employee morale and loyalty toward organization.