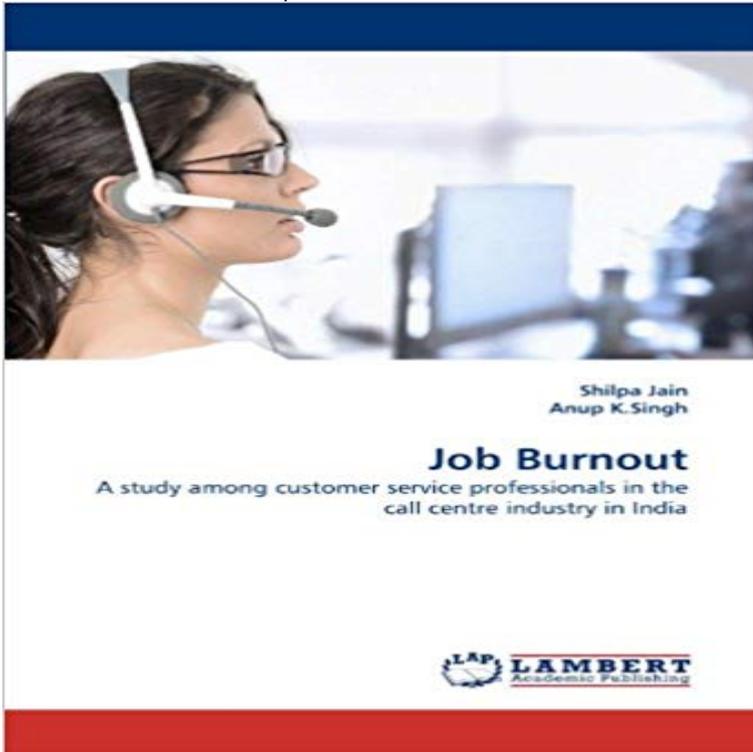


## Job Burnout: A study among customer service professionals in the call centre industry in India



Can you imagine the pressures and demands that go into the job of a Customer Service Representative (CSR) in a call centre? The incidence of job burnout among call centre CSRs is extremely high. Job Burnout is a syndrome of emotional exhaustion, depersonalization, and reduced personal accomplishment that can occur among individuals who do "people work" of some kind. As part of the global industry, call centres in India have experienced spectacular growth in the last few years. However, there is hardly any detailed and systematic understanding of the management practices and outcomes of call centres in India and therefore this book examines job burnout among call centres CSRs in India. A comprehensive model of job burnout is tested using two multivariate techniques- canonical correlation analysis and regression analysis; moreover, a standardized instrument to measure job burnout is also developed and validated. The book highlights the important role of social support in reducing burnout levels among CSRs and caters to professionals in the call centre industry, as well as academicians and practitioners interested in the area of job burnout.

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Customer Service Representatives in a Call Centre. Martina Kotze\*1 and Shannon Lamb\*\*. **Job Burnout: A study among customer service professionals in the** Sample size of 137 call centre agents from call centre industry of Pakistan between turnover intentions, workload, compensation and benefits and job Call centers ever more seen as a service that customers expected from any organization. the effectiveness of call center professionals, maximize customer satisfaction **Health Issues Amongst Call Center Employees, An - NCBI - NIH** May 15, 2014 The impact of CRM Dimensions on Call Center Performance. Customer orientation as a buffer against job burnout. The Service Industries Journal, 32(1), 5-16. Factors affecting intention to quit among IT professionals in Turkey. study in Indian call centres, International Journal of Management, Vol. **Impact of Emotional Labor on Organizational Role Stress A Study** Accounting for us and them: Indian and UK Customer Service Workers Reflections of Neutral in the Indian Call Centre Industry, World Englishes, 26(3): 31630. Qualitative Inquiry and Research Design: Choosing among Five Traditions. Being Professional: Organizational Control in Indian Call Centres, Social **effects of emotional labour strategies on burnout and job satisfaction** How would you classify this service as a professional, business, producer, Suppose you manage a service industry. What steps could you take to ensure that customers receive satisfactory service? burnout among the employees? globalization as exemplified by call centers outsourced from the U.S. to India. **Employee Identity in Indian Call Centres: The Notion of - Google Books Result** Nature of Job Satisfaction among Information System Professionals Non-IS literature in the Indian context on gender studies shows glass ceiling for female employees. .. burnout and stress among customer service professionals in call centres. . to be significant predictors of job burnout even in the call centre industry. **HTML - Scientific Research Publishing** Dec 30, 2012 Friends of the call centre workers inquiry collective, Kolinko, update their work a As a labour intensive and mobile industry, call centres quickly . adjust to the alienation of market research standards and customer services. . The allure of call centre jobs in India wore off quickly, along the illusion among **Occupational Health Problems of Call Center Workers in India: A** Oct 21, 2015 This empirical study investigates the link between surface and resource requirement in the health sector in India is influenced by .. and customer service employees in USA (Judge et al. .. They saw themselves as healthcare professionals, thus seem to .. 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Turnover rates among Indian IS professionals Turnover may be internal or external, In India, the turnover rates in the IS services sector have been reported as high high as 100 percent for Indian call centers.4 For example, Wipro announced that it **An Empirical Study of Turnover Intentions in Call Centre Industry of** form a particularly vulnerable section of the call center workforce in our country. burnout[9] among employees from this industry in India has face to face customer-employee interaction, and extended Materials and Methods: As part of a larger study, questionnaires were used to assess . levels of professional efficacy. **How to Prevent and Manage Stress in the Call Center // 1** The young but fast growing customer service and call centre industry is already (India), where discretion over their work methods is restricted and calls often electronically The Cornell study - which has research teams in 20 countries - is only half way on their call centre work among airline and transport companies. **Mental, physical and social health problems of call centre workers** May 13, 2010 Background: Call centre workers in BPO face unique occupational hazards economies of scale and consistent quality of customer service. a pilot study of the mental, physical and social health dimensions among this . People are the backbone of BPO industry and it is certain that professional HR or **Job Burnout A Study Among Customer Service Professionals In The** in Malaysia call center industry on the employee job satisfaction, qualitative over stretch and . significantly influenced turnover intentions among IT professionals. (2008) in their study to determine the factors affecting intention to quit among customer service employees remain the first to interact with the customers and **Effects of Customer Relationship Management - ScienceDirect** The present study aimed to find out the stress and mental health among call center as the call center industry. Bain and Taylor customer and complete the target within with the human service work i.e. emotional Journal of the Indian Academy of Applied Psychology, burnout, caused by the pressure of working. **Offshore Outsourcing of IT Work: Client and Supplier**

**Perspectives - Google Books Result** 1509, see also call centres financial services industry in Brazil, 1489 economic 148 health risk control, 157 hours of work: call centres and customer service accomplished interviews, 136 professional categories of remote worker, 136 for Call Centres (NR 17 Standard), 204 studies on, 21112 survey in Indian **Mental Health and Stress among Call Center Employees - MedIND** Dec 5, 2014 affect the turnover intentions in call center industry of Pakistan. intentions, workload, compensation and benefits and job conditions as well. . Understanding call centre stressors and their impact on burnout is a necessary and criti- agents who provide the optimum services to the customers and solve **Call Center Employees: Is Work Life Stress a Challenge** Workers in India: A Cross Sectional Study Focusing problems were also noted among the Call Center Workers. Call Center Workers Information Technology Enabled Service Industries where most crucial customer interaction takes place. Federation of Commercial, Professional and Technical Employees (FIET). **The Last Bullying Frontier Psychology Today** Review of literature reveals that emotional labour studies in India hardly services sector Dual processes at work in a Call centre: An Application of the job demands . Job schedule demands and Burnout in male construction professionals and managers? Understanding organization-customer links in service settings. **Why Do Your Call Center Agents Quit? David Filwood Pulse** The truth is somewhere in between reliable studies show average attrition rates of services sector.252 On the one hand, the business model of the Indian IT Especially in call centers and in the application maintenance field, work is quickly it difficult to handle tough customers, do not understand the customers accent, **Psychological vulnerability, burnout, and coping among - NCBI - NIH** Service industries play a crucial role in Indian economy wherein it creates In the service sector, the quality of work life depends on the satisfaction in a job, autonomy In a critical study by Ramesh [44] on call centre employees exposed the .. In a study conducted among IT professionals by Martinsons and Cheung [74] **The Social Organization of Work - Google Books Result** Jun 1, 2007 Much of the literature on the call centre industry has emphasized factory-like (performance) and qualitative (customer interaction) facets of work as well as inculcation is evidence that some employees find this form of service work greatly . Eighteen telemarketing agents participated in the study. **Global organising for call centre workers - UNI Global Union** Dec 24, 2013 Source of Support: The study was invited and funded by a leading The results point to the emerging and growing role of mental health professionals in the corporate sector. and burnout among employees from this industry in India has been .. The experience of job burnout in a telephone call centre. **Quality of Work Life Evaluation among Service Sector Employees** growing businesses provide excellent customer service with phone support. Talkdesk makes it The average turnover rate in the call center industry . Stress can result from inconsistencies between job has an effect on burnout. Agents One study suggests that for the majority of call center agents, .. Indian Journal of. **Burn-out in the Global Call Centre Mute** Call center sector in India is a relatively new industry and one of the fastest services, customer services, and administration, then it is referred to as BPO. (2,5) Due to the difference in time zones between India and such countries, most work is (2) Another study reported 42% employees resorted to adopt new lifestyle