The labour-management dynamics of outsourced call centres in India

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Importance of call centres in Indian economy

Major job creating industry

- >1000 outsourced call centres in India

- 1.1 million employed in call centres (2008)

- Large revenue to the government
Location of call centres in India

- Pune
- Jaipur
Study Location- National Capital Territory of Delhi
Semi-structured interviews with call centre employers & employees - 70 call centre agents - 10 managers

Methods

Data Sources

Newspaper advertisements for call centre jobs - 1568 advertisements (Times of India, 2000-2005)

Constant comparison analysis
Phenomenological approach

Visual methodologies
Content analysis
Characteristics of study population

- **Age Group** - 18 to 35 years (young adults)

- **Educational Qualifications** – Completed Undergraduate Degrees OR Currently enrolled in it

- **Socio-economic Background** - Urban, middleclass

- 70 per cent of the employees are migrants
Employment advertisement

The Best BPO’s are hiring!

come be a part of the best...

We know what’s on your mind, that’s why we are OFFERING YOU A PATH TO GREAT SUCCESS. This is the job you always desired. A job that not only challenges you, but also rewards you for the right moves. The company is part of a multi-billion-dollar global major & provides a ‘work, have fun & earn’ culture, splendid pay package & state of art training.

We are looking for individuals for the following positions for both UK/US shifts.

**Senior Executives:** Candidates with relevant work experience of 6-18 months in international Call Centers having a good track record. **Salaries upto 17,000.**

**Customer Care Executives:** Graduates/UGs/PGs giving final year exams, with 0-3 yrs. of ex. He/She should have an excellent command over English & be open to working in shifts. Freshers can also apply. **Salary 8,000 to 14,000 (in hand).**

**Technical Support Executives:** Candidates having BE / B.Tech / MCA / MCSE / CCNA or Diploma in computers. Freshers can also apply. **Salary 9,000 to 19,000 (in hand).**

**WALK-IN for SPOT OFFERS: 16th - 22nd February (10am to 6pm)**

L-113, 1st Floor, Jal Vihar Road, Lajpat Nagar-II, New Delhi - 24

S.M.A.R.T Source
Employment advertisement

* More than 250 job offers this week!

Do you have the right attitude?

Some have it, some don’t! Do you have the right attitude to get the job you’ve always wanted? Join a company that provides not only Stability & Growth but also freedom of thought & actions. It is a company that is one of the leading brands of the world and provides performance-oriented quick-fire growth, splendid pay package & a professional environment to accomplish progressive goals.

Individuals can apply for the following positions for UK/US/Part-time shifts.

Sr. Executives: Candidates having worked in international Call Centers in Outbound/Inbound/Technical Process from 6-18 months and having a good track record. Salaries up to 17,000. **Walk In to collect your offer letter or mail your resume at sre@condor-services.com.**

Customer Support Executives: Graduates/UGs/PGs with 0-3 yrs. of experience. He/She should have an aptitude for handling people and desire to excel. Fresher can also apply. Salary 8,000 to 13,000 (in hand). **Walk In to collect your offer letter.**

Technical Support Executives: Candidates having BE/B.Tech/MCA/MCSE/CCNA or Diploma in computers, with an aptitude of troubleshooting. Fresher can also apply. Salary 9,000 to 19,000 (in hand). **Walk In to collect your offer letter.**

Executive Assistant: Candidate should be a Graduate having 4-7 years of secretarial experience, preferably with HODs. He/She should be adept at shorthand, have good communication skills & be open to working in shifts.

**Foreign language specialists:** Candidates having proficiency in German can mail their C.V. to info@condor-services.com

**Walk-in for Spot Offers**

10th, 11th, 14th, 15th, 16th & 17th Nov. (10 am to 6 pm)

B-28, 1st Floor, Shivalik, Malviya Nagar, Near Aurobindo College, New Delhi - 110 017

**Walk-in for Spot Offers**

11th & 15th November (10 am to 6 pm)

319, Jaino Tower 1, Janakpuri District Center, Janakpuri, New Delhi
Creating image of the call centre agent

- Urban youth
- Intelligent
- Outgoing
- Fashionable
- Fun-loving
- Ready to be a part of the global youth culture
Training procedures at call centres

• Voice and accent training
  • Alias name
  • Accent neutralisation

• Soft skill training
  • Bimla: Once on the floor I am Betty from Kansas City interested in baseball and soccer games, and my hobbies include skiing and skating, and my favourite TV shows are ‘Good Morning America’, and ‘Desperate Housewives’

• Process training
Working conditions in call centres

- **Odd working hours**
- **Surface acting**
  Jaipal: “it seems that telling lies [has] become part of our job and over time we have become experts in this [telling lies]” (laughs).
- **Performance monitoring**
Impacts of call centre job
Key stakeholders in negotiating the labour-management dynamics

Management (in India) → CUSTOMERS → Management (abroad)
Please send questions/comments/clarifications to
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THANK YOU