Call Centre Professionals as Information Professionals Emphasizing Contemporary Scenario

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Abstract –**Call centre is an important name in modern days. The first call centre was started in 1908 at United States of America. Call centre's today forms an important part of all most all type of business and organization. However the concept and role of call centre is equally important to the non profit making organization due to customer or user satisfaction. Call centre is mainly responsible for out sourcing. Many a times this is not possible to customer assistance or information services at the institution or campus; thus the concept of call centre was emerged where a call centre (may or may not) basically act as coordinator. India is booming in outsourcing field for most of the western countries for several reasons. This paper describes some aspect of call centre including their role, call centre personnel, the technique adopted for works and especially the main challenges and issues related to call centre professionals. This Paper also highlights the probable solution for this. Information professionals traditionally treated as Librarian, Reference in-Charge, documentation officer; however apart from them call centre professionals are also an information professionals but discussion on information professionals still very minimum.**

Keywords: **Call centre, Customer care, Stress Management, information professionals, Functional Professionals, Technical Professionals, Computer Professionals**

I. Introduction

The call centre were stated in 1908 after the invention of sell advertisement in a telephone booth (Norman) and today comes to a most promising business field. Technology and manpower; both are the important part of call centre. The professional who are works in the call centre called call centre professionals; with various kind of job designation ranging from CEO, Coustomer care Executive -[2], joint leader, team expert, system analyst, data analyst and so on. Indirectly, all these professionals may be categories as the information professionals. The duty and responsibility of call centre professionals are most challenging issue. Stress management, strategic management, data clustering techniques are consider as important techniques for the betterment of call centre professionals.

II. Objectives

The main aim and objective of this study is includes:-

1. To know about the call centre and call centre professionals;

2. Information professionals and similarities with call centre professionals;

3. To find out the main challenges and issues of call centre;

4. To learn about the main solution of the call centre professionals.

III. Call Centre And ITS Professionals

Call centre is an office or hub which is responsible for various kinds of customer centric activities. Call centre indirectly also may called as information centre; as each call centre basically deals with specific kind of information of the respective company or organization [5]. The call centre may be established for providing specific customer query or information at their own efforts or by outsourcing through other organization who are totally dedicated called as customer care centre. The person who provides information as per requirement of the user called as customer supporting Call Centre Professionals; job while the professionals deals with computing and supporting job is called technical professionals. Call centers virtually a information centre and technology depended assistance centre [12].

IV. Information Professionals

Information professionals are the professionals; dedicated to Information activities; ranging from collection, selection, organization and management and ultimately dissemination. Information professionals are including system professional's web administrator, information manager, information officer,

CIO, CTO, most discussed and known Documentation Officer, Reference Officer, cataloguer, Information Managers, Librarian and so on [4].
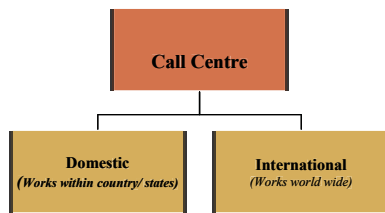

Fig. 1 Types of Call Centre

Call centre professionals are also indirectly fall under the category of information professionals; as they are also responsible for collect product or service oriented information and store in an organized manner with dissemination as per the requirement or question of user / customer.

V. Call Centre Professional And Challenges

The main challenges of the call centre professionals are as follows:-

1. The most important problem of a call centre professionals is time and shifting; they need to stay a long time and many a time at night shift. But, doing work at night with out sufficient rest and sleeping create the physical problems like- tiredness, obesity and other health related problems;

2. The extra night duty shifting also create mental problem and tiredness among the worker;

3. Job creates of call centre the problem of poor interpersonal relationship and intensified customer interaction.

4. It also create the personal life problem including broken relationship ,poor relationship and even divorce and marriage broken due to heavy work pressure and limited personal time[6,11];

5. Call centre professionals are also face the problem of availing new job/s; as he/she always engaged in a particular job of customer assistance. Another reason is limited time to study and preparation for another job preparation;

6. It also hampers the personal education. The growing trend is most of the college learners doing call centre job depending upon their need or shift available; thus they are facing the problem of healthy education;

7. Languages are other challenges which is important to note, the customer may ask the question in any languages other than his/her mother tongue. So, the call centre professionals needs to accustom with languages (mainly foreign language);

8. Security is another issue, as most of the outsourcing is being done by the foreign countries and the call centre professionals needs to work at 'Night Shift'.
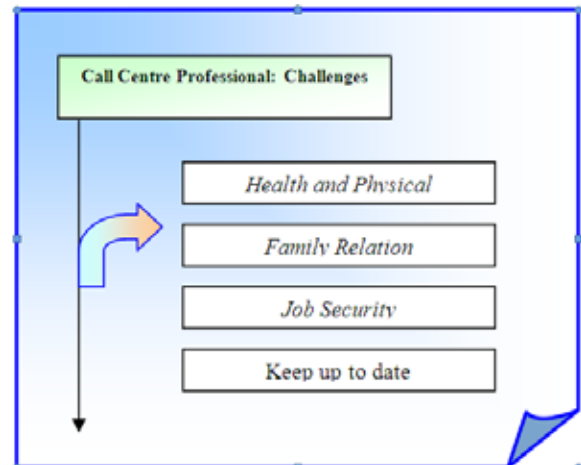

Fig. 2 The professional challenges of call centre workers

VI. PROPOSED SOLUTION/SUGGESTION

The following proposed suggestion may be helpful to solve the problems and challenges related to call centre professionals:-

1. Use of exercise for the betterment of health;

2. Yoga (preferably in house) is also helpful for the better health;

3. The call centre professionals needs to be up date regarding the English or other foreign language (as per assignment of his/her job) including pronunciation and spelling;

4. Adequate sleeping is essential to keep body and mental ability fit;

5. Meeting and sharing with the friends, society and community is very essential during the off period [12];

6. If one is in full time call centre job then she/he can go for the higher education;

7. Technical skills, as per the requirement and time need are essential.
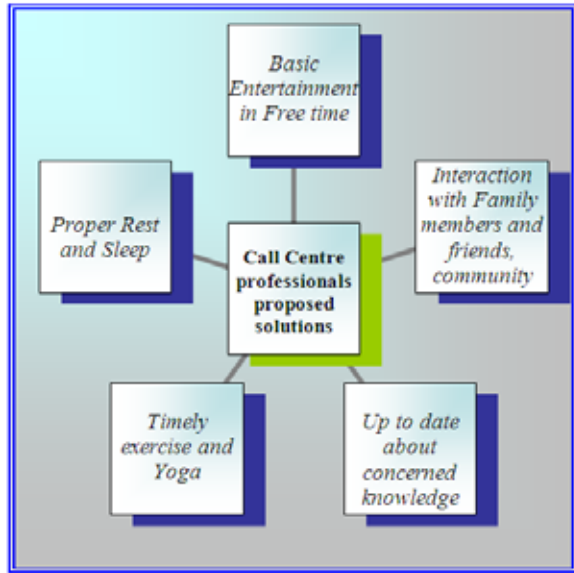
Fig. 3 Requirement of continuous job satisfaction of the call centre

VII. Conclusion

Call centre is one of the most important name in today's information society [11]. The BPO and KPO industry is booming with the call centers. The private as well as the government organization; be it service providing institute or product selling need the assistance of call centre. The mobile customer care is the widely recognize and popular call centre concept in India. For modernizing the services it is essential to follow the latest tools and techniques for healthy BPO and KPO industry.

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