

CASE STUDY

8

"I don't want to speak to you. Connect me to your boss in the US", hissed the American on the phone. The young girl at a Bangalore cal centre tried to be as polite as she could.

At another call centre, another day, another young girl had a Londoner unleashing himself on her, "Young lady do you know that because of you Indians we are losing jobs". The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centres. Supervisors tell them to be "cool".

Avinash, MD of a leading US-based consultancy firm says, "Companies involved in outsourcing both in the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone". Avinash says Indian call centres should train their operators how to handle such calls.

Operators and senior executives of call centres refuse to go on record for fear of kicking up a controversy that might result in their companies losing clients overseas. "Its happening often enough and so let's face it", says a senior executive of a call centre, adding, "This doesn't have any impact on business".

Questions:

- a. Assume you are working as an operator at a call centre in India and are receiving irate calls from Americans and Londoners. How would you handle such calls? State your response. (08 Marks)
- b. 'Keep your cool'. What does this mean in terms of conversion control? (06 Marks)
- c. Do you agree with the view that such abusive happenings on the telephone do not have any impact on business? Give reasons. (06 Marks)

* * * * *