

ROUTLEDGE REVIVALS

Re-Organising Service Work

Call centres in Germany and Britain

Edited by

**Ursula Holtgrewe, Christian Kerst,
Karen Shire**



Re Organising Service Work Call Centres In Germany And Britain

Tim Butler, Paul Watt



Re Organising Service Work Call Centres In Germany And Britain:

Re-organising Service Work Karen A. Shire, Ursula Holtgrewe, Christian Kerst, 2017-09-29 This title was first published in 2002 Call centres are a type of service work that stand at the interface between corporations and consumers They exemplify more general tendencies present within service work They also have a particular public image being associated in the public mind with low skilled and regimented work This volume presents contributions from British and German management academics and industrial sociologists based on primary research on call centres in both countries The contributions cover the genesis and development of call centres as a new form of organization or indeed a new industry the rationalization and control strategies of organizations that establish call centres and the nature of service work and service interactions The findings of this volume challenge the common public image of call centres and finds that call centre employment is in fact very diverse So for example skilled advising and consulting services are often performed over the phone Along with the sometimes skilled nature of call centre work work organization and working conditions vary as well The text also seeks to contrast the British and German experience of call centre work and employment In Germany clerical work has traditionally been embedded in the specific traditions of co operative industrial relations that define the German model Call centres present a strategic challenge to this model and the expansion of call centres has been at the forefront of changes aimed at making employment more flexible in Germany This work offers a choice of country cases which permit a comparison of service employment within both a liberal capitalist and a socially embedded economy

Re-organising Service Work: Call Centres in Germany and Britain Karen A. Shire, Ursula Holtgrewe, Christian Kerst, 2017-09-29 This title was first published in 2002 Call centres are a type of service work that stand at the interface between corporations and consumers They exemplify more general tendencies present within service work They also have a particular public image being associated in the public mind with low skilled and regimented work This volume presents contributions from British and German management academics and industrial sociologists based on primary research on call centres in both countries The contributions cover the genesis and development of call centres as a new form of organization or indeed a new industry the rationalization and control strategies of organizations that establish call centres and the nature of service work and service interactions The findings of this volume challenge the common public image of call centres and finds that call centre employment is in fact very diverse So for example skilled advising and consulting services are often performed over the phone Along with the sometimes skilled nature of call centre work work organization and working conditions vary as well The text also seeks to contrast the British and German experience of call centre work and employment In Germany clerical work has traditionally been embedded in the specific traditions of co operative industrial relations that define the German model Call centres present a strategic challenge to this model and the expansion of call centres has been at the forefront of changes aimed at making employment more flexible in Germany This work offers a choice of country cases which permit a comparison

of service employment within both a liberal capitalist and a socially embedded economy *Developments in the Call Centre Industry* Julia Connell, John Burgess, 2006-09-27 Over the past ten years there has been a massive growth in call centres worldwide These centres are said to represent the most dynamic growth area in white collar employment internationally since the mid 1990s Yet the footloose and global nature of the industry means that jobs will always be susceptible to outsourced operations ICT developments public sector subsidization of business restructuring and re location and cheaper operations elsewhere This book conducts a thorough analysis of this modern phenomenon **Call Centres and Human Resource Management** S. Deery, N. Kinnie, 2003-12-09 This book looks at human resource management in call centres from an international perspective and uses research from leading academics in the field The characteristics and features of working in a call centre are examined followed by the effects that this type of work has on employees and their responses to it It also looks at implications for employers and policy makers **Linguistic Ethnography of a Multilingual Call Center** Johanna Woydack, 2018-09-24 This book presents an innovative institutional transpositional ethnography that examines the textual trajectory of the life of a calling script from production by corporate management and clients to recontextualization by middle management and finally to application by agents in phone interactions Drawing on an extensive original research it provides a behind the scenes view of a multilingual call center in London and critiques the archetypal modern workplace practices including extensive use of monitoring and standardization and use of low skilled precariat labor In doing so it offers fresh perspectives on contemporary debates about resistance agency and compliance in globalized workplaces This study will provide a valuable resource to students and scholars of management studies communication sociolinguistics and linguistic anthropology **Women, Identity and India's Call Centre Industry** J.K. Tina Basi, 2009-06-02 Introduction a myriad of well wishing little sisters Globalizing India the rise of the call centre and BPO industries Pinking and rethinking professional identities the construction of women s work identities BTMs in BPOs using sartorial strategies to establish patterns of identification and recognition Techs and the city challenging patriarchal norms through spatial practice Conclusion agency and identity *Globalization, Communication and the Workplace* Gail Forey, Jane Lockwood, 2010-08-26 *Understanding Social Inequality* Tim Butler, Paul Watt, 2007-01-19 This is a book that should be read by anyone interested in class inequality poverty and politics Actually probably more importantly it should be read by people who think that those things do not matter It provides a wonderful summation of the huge amount of work on these topics that now exists and it also offers its own distinctive perspectives on a set of issues that are despite the claims of some influential commentators still central to the sociological enterprise and indeed to political life Roger Burrows University of York A clear and compelling analysis of the dynamics of social and spatial inequality in an era of globalisation This is an invaluable resource for students and scholars in sociology human geography and the social sciences more generally Gary Bridge University of Bristol With the declining attention paid to social class in sociology how can we analyze continuing and pervasive socio economic inequality What is the

impact of recent developments in sociology on how we should understand disadvantage Moving beyond the traditional dichotomies of social theory this book brings the study of social stratification and inequality into the 21st century Starting with the widely agreed fact that the world is becoming more unequal this book brings together the identity of displacement in sociology and the spaces of flow of geography to show how place has become an increasingly important focus for understanding new trends in social inequality

Rethinking Misbehavior and Resistance in Organizations Lucy Taksa, Alison Barnes, 2012-12-05 This volume challenges understandings of organizational misbehavior looking beyond traditional conceptions of the nexus between misbehavior and resistance in the workplace The volume includes a contribution from Stephen Ackroyd and adds to the emerging body of evidence that disturbs assumptions of consensus and conformity in organizations

Engaging Superdiversity Karel Arnaut, Martha Sif Karrebæk, Massimiliano Spotti, Jan Blommaert, 2016-12-09 This book is the fruition of five years work in exploring the idea of superdiversity The editors argue that sociolinguistic superdiversity could be a source of inspiration to a wide range of post structuralist post colonial and neo Marxist interdisciplinary research into the potential and the limits of human cultural creativity and societal renewal under conditions of increasing and complexifying global connectivity Through case studies of language practices in spaces understood as inherently translocal and multi layered classrooms and schools youth spaces mercantile spaces and nation states this book explores the relevance of superdiversity for the social and human sciences and positions it as a research perspective in sociolinguistics and beyond

Gendering the Knowledge Economy S. Walby, H. Gottfried, K. Gottschall, M. Osawa, 2006-12-06 Comparing the UK US Germany and Japan this book draws on innovative concepts of varieties of gender regime as well as varieties of capitalism The volume re thinks the processes of de gendering and re gendering of working practices in the context of both de regulation and re regulation of employment

Rethinking Work Mark Hearn, Grant Michelson, 2006-02-13 This 2006 book is structured around the themes of time space and discourse as they are applied to our working lives

Smiling Down the Line Bob Russell, 2009-01-01 Smiling Down the Line theorizes call centre work as info service employment and looks at the effects of ever changing technologies on service work its associated skills and the ways in which it is managed

Crisis, Movement, Management: Globalising Dynamics James Goodman, Jonathan Marshall, 2016-05-23 Globalised neo liberalism has produced multiple crises social ecological political In the past crises of global order have generated large scale social transformations and the current crises likewise hold a transformative promise Social movements become a crucial barometer in signalling both the demise and rise of political formations and programs Elite strategies framed as crisis management create their own disordering side effects Experiments in movement strategy gain greater significance as do contending elite efforts at repressing managing or displacing the fall out In this book we investigate both movements and management in the face of crisis taking crisis and unanticipated consequences as a normal state of play The book enquires into the winners and losers from crisis and investigates the movement management nexus as

it unfolds in particular localities as well as in broader contexts The book deals with some of the most pressing conflicts of our time and produces a range of theoretical insights the ubiquity of crisis is seen as not only a hallmark of social life but a way into a different kind of social analysis This book was published as a special issue of Globalizations *Disintegrating Democracy at Work* Virginia Doellgast, 2012-02-15 The shift from manufacturing to service based economies has often been accompanied by the expansion of low wage and insecure employment Many consider the effects of this shift inevitable In *Disintegrating Democracy at Work* Virginia Doellgast contends that high pay and good working conditions are possible even for marginal service jobs This outcome however depends on strong unions and encompassing collective bargaining institutions which are necessary to give workers a voice in the decisions that affect the design of their jobs and the distribution of productivity gains Doellgast's conclusions are based on a comparative study of the changes that occurred in the organization of call center jobs in the United States and Germany following the liberalization of telecommunications markets Based on survey data and interviews with workers managers and union representatives she found that German managers more often took the high road than those in the United States investing in skills and giving employees more control over their work Doellgast traces the difference to stronger institutional supports for workplace democracy in Germany However these democratic structures were increasingly precarious as managers in both countries used outsourcing strategies to move jobs to workplaces with lower pay and weaker or no union representation Doellgast's comparative findings show the importance of policy choices in closing off these escape routes promoting broad access to good jobs in expanding service industries

New Technology @ Work Paul Boreham, Rachel Parker, Paul Thompson, Richard Hall, 2007-12-11 New computer and communications technologies have acted as the catalyst for a revolution in the way goods are produced and services delivered leading to profound changes in the way work is organized and the way jobs are designed This important book examines the nature setting and impact of new technologies on work organization and management Conventional debates about new technology often invoke optimistic visions of enhanced democracy rising skills and economic abundance others predict darker scenarios such as the destruction of jobs through labour eliminating devices This book proposes an alternative perspective arguing that technology can be powerful but in and of itself has no independent causal powers It considers the impact of new technologies on manufacturing clerical administrative and call centre employment in both managerial and professional arenas and introduces the growing phenomena of telework The book also assesses the important political and economic forces that restrict or facilitate the flow of new technologies on national and global levels *New Technology Work* is an illuminating and thought provoking text that will prove invaluable to all serious students of business management and technology

Cases in Call Center Management Richard Feinberg, Ko de Ruyter, Lynne Bennington, 2005 Written by authorities on the call center industry this book brings to light the strategic importance of call centers in today's business world As interactions with customers move away from person to person the call center is

becoming a vital force for corporate marketing and communication *Global Call Center Employees in India* Mayank Kumar Golpelwar, 2015-10-23 Mayank Kumar Golpelwar analyses why Business Process Outsourcing BPO units and their young employees found themselves to be the target of severe criticism from India's middle classes Using social and organizational psychological frameworks as well as ethnographic and variance analytic research the author takes a look at the validity of the criticism against the BPO industry He uses the framework of cultural theories to analyze and present the gap between the mainstream Indian culture and its rapidly emerging and globalized BPO sub culture **Multinational Retailers and Consumers in China** J. Gamble, 2011-07-12 This book investigates the transfer of parent country organizational practices by the retailers to their Chinese subsidiaries providing insights into employment relations in multinational retail firms and changing labour management systems in China as well as their impact on consumer culture Automation in Communication Lionel Wee, 2024-09-19 By drawing on multiple examples from healthcare religion service encounters and poetry Lionel Wee presents rich insights into the use of automation in communication through a posthumanist lens As communication becomes increasingly automated the use of automation creates significant conceptual challenges for ideologies about language beliefs about the nature of language as well as assumptions about the roles that interpretation anthropomorphism and folk theories of mind play when language is used in communication This book unravels the ideological implications of automation in communication and provides a new theoretical ground to address the major issues raised by automation Wee discusses the importance of thinking carefully about how we identify and distinguish the roles of speaker and hearer He also argues that we re evaluate our understanding of the relationship between language and community This book will be vital to students interested in studying the intersections of AI language and communication as well as researchers working in communication studies linguistics and the broader sociology of language in the age of technological change

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