

The Interplay between Technology and Culture in Inbound Call Center Industry

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Abstract : Call center conversations, more than the business dimensions that they normally manifest, are interactions between human beings. These are communication exchanges that are packed with psychological, cultural and social dimensions that affect the specific experience of the parties. The increasing development of information and communication technology over the past decades brought about important advantages and corresponding disadvantages in the process of communicational transactions in call center industry. It has been established that the technology is so powerful that it strongly affects, among others, call center business. In the present study, the author explores the interplay between the technology being utilized by the industry and the cultural orientations of both the call center agents and their customers in the process of communication exchanges. Specifically, the paper seeks to (1) describe the interplay between culture and technology in inbound call center industry as it affects the communication exchange of the agents and customers; (2) understand the nature and the dynamics of the call center industry as regards the cultural dimensions of Hofstede; and (3) come up with a simple study where the cross-cultural aspect of the call center industry could be highlighted and could provide necessary knowledge to the stakeholders. Cognizant of the complexity of the topic, the researchers employed Hofstede's cultural dimensions. Likewise, another theory that was used in this study is the Computer Mediated Communication Theory.

Keywords : call center industry, culture, Hofstede, CMT, technology

Conference Title : ICJMC 2016 : International Conference on Journalism and Mass Communication

Conference Location : New York, United States

Conference Dates : June 06-07, 2016