

GENDER BASED DIFFERENTIATION AMONG
CALL CENTER AGENTS AT IOOR
(PHILIPPINES) INC.

THESIS

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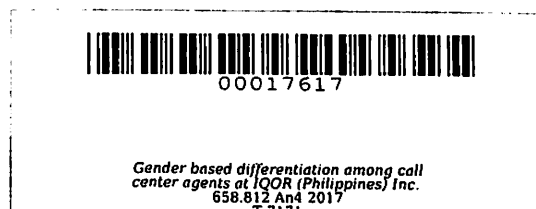
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✓ **GENDER BASED DIFFERENTIATION AMONG CALL CENTER
AGENTS AT IQOR (PHILIPPINES) INC.**

Undergraduate Thesis
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ABSTRACT

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A study was conducted to determine the gender based differentiation among call center agents at iQor (Philippines) Inc. It also aimed to: (1) describe the demographic and socio-economic characteristics of call center agents; (2) determine female and male roles as call center agents in terms of reproductive activities, productive activities, leisure activities; (3) determine access and control over resources and benefits of female and male in their environment; and, (4) identify decision-makers in reproductive activities, productive activities, and leisure activities.

Five departments from the call center company, iQor (Philippines) Inc., was selected in the study. The total population of five (5) departments were 1,253 call center agents. Only 100 regular employees during the 6:00 pm to 2:00 am shift was considered as participants in the study.

The call center agents' age ranged from twenty to thirty-four years old, and majority of the age of them ranged from twenty-three to twenty-five years old. The length of service (current) ranged from five to thirty-nine months and the length of working in a call center company ranged from seven to seventy-six months. Majority of the call center agents are single while some are married. More agents achieved college education while some attained secondary education level.

Through survey questionnaire, the gender based differentiation among call center agents was determined. The difference between female and male call center agents varies from the roles in terms of reproductive, productive, and leisure activities at home and in their workplaces, whether male access nor female controls the resources and benefits and the decision-making activity at home. The female roles included activities in terms of reproductive like bringing of children to doctor for check-up, bringing of adult member to doctor for check-up, and generally taking care of children at home. The rapports with male roles included fetching of water, collecting woods, buying of gas, and house repair.

Aforementioned to the productive activities, male roles were like answering of calls and responding to e-mails, handling customer inquiries by telephone, handling customer inquiries by e-mail, and managing customer complaints. The female roles like, researching of required information using available resources, resolving customer complaints, processing orders, and routing calls to appropriate resource. Additional to female roles was control over the resources and benefits and decision-making at home.

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GENDER BASED DIFFERENTIATION AMONG CALL CENTER AGENTS AT IQOR (PHILIPPINES) INC.

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INTRODUCTION

On December 4, 2010, the Contact Center Association of the Philippines proudly announced that the Philippines has become the call center of the world, with around 350,000 Filipinos working in a call center, against India's 330,000 work forces. Following India in International Business Machines (IBM) ranking of Business Process Outsourcing (BPO) leaders were United States, Poland, China, Britain, Columbia, Costa Rica, Fiji, Ireland, South Africa, Sri Lanka, Hungary, Australia, Egypt, Chile, France, Canada, Singapore, and Netherlands (Balana & de Guzman, 2010).

A call center is a centralized office that answers incoming telephone calls (inbound) from customers, or that makes outgoing telephone calls (outbound) to customers. Increasingly, these operations handle all customer relationships, both processing, and responding. Offices that use such a wide array of integrated technology and business processes are known as a contact center. Nonetheless, the vast majority of