

## **Part Three: Groups and Social Processes**

### **12 Call Centers and Customer Service**

01:12:08:18 --:--:--:--

- When we call what we want,  
is "yes."

01:12:10:11 --:--:--:--

That's it.

01:12:11:03 --:--:--:--

- Emily Yellin is the author

01:12:12:15 --:--:--:--

of Your Call Is (Not That)  
Important to Us.

01:12:14:13 --:--:--:--

- I go and talk all over  
the country about this now,

01:12:16:21 --:~:~:~:~:~

and every audience  
I ever go to, I ask them,

01:12:18:21 --:~:~:~:~:~

"Who in here has never had

01:12:20:00 --:~:~:~:~:~

a bad experience  
with customer service?"

01:12:22:00 --:~:~:~:~:~

- And?

01:12:22:17 --:~:~:~:~:~

- No one has ever raised  
their hand.

01:12:24:09 --:~:~:~:~:~

- Yellin cites  
a 2007 study showing

01:12:25:25 --:~:~:~:~:~

that American call centers...

01:12:27:11 --:~:~:~:~:~

- My name is Tobi.  
How may I help you?

01:12:27:06 --:--:--:--  
- receive 43 billion calls  
a year.

01:12:43:15 --:--:--:--  
- This is Beth.  
How can I help you today?

01:12:28:24 --:--:--:--  
- Based on Bureau of Labor  
Statistics data,

01:12:30:21 --:--:--:--  
she estimates that 3 million  
people work in call centers

01:12:33:01 --:--:--:--  
in the United States,

01:12:34:03 --:--:--:--  
another 2 million in centers  
around the globe.

01:12:45:19 --:--:--:--  
- The most striking thing is how  
much it costs

01:12:47:16 --:--:--:--  
to have a live American agent  
answer a call.

01:13:05:13 --:--:--:--  
- My name is Ed.  
How may I help you?

01:12:49:27 --:~:~:~:~:~  
- A live agent  
is about \$7.50 per call.

01:12:51:21 --:~:~:~:~:~  
- My name is Sean.

01:12:52:20 --:~:~:~:~:~  
- My name is Nancy.

01:12:53:21 --:~:~:~:~:~  
- My name's Ricardo.

01:12:51:20 --:~:~:~:~:~

- To outsource  
to a foreign country

01:12:53:10 --:--:--:--  
and have a live agent  
in a foreign country

01:13:22:10 --:--:--:--  
is about \$2.35 a call.

01:12:54:04 --:--:--:--  
To use one of those  
voice response systems,

01:12:56:00 --:--:--:--  
the "press one for this,  
the press two for that,"

01:12:57:29 --:--:--:--  
it's about 35¢ a call.

01:12:59:00 --:--:--:--  
A lot of companies saved  
a whole lot of money,

01:13:00:28 --:--:--:--  
and everybody was happy  
except the customer,

01:13:02:27 --:--:--:--  
and, really, I think a lot  
of customer service agents

01:13:05:03 --:--:--:--  
who had to mop up after this.

01:13:43:04 --:--:--:--  
- In the four times we've done  
the study,

01:13:44:28 --:--:--:--  
70% or more of American  
households who say,

01:13:46:25 --:--:--:--  
"I had a problem  
with a product or service,"

01:13:48:21 --:--:--:--  
say that they experienced rage.



and sort of stick them  
under the noses,

01:14:22:09 --:--:--:--  
and hopefully  
that it will go up the ladder.

01:14:23:11 --:--:--:--  
And once you can get it  
to that level

01:14:24:25 --:--:--:--  
and people can see the human  
face on the problem,

01:14:26:26 --:--:--:--  
you can start to see some change  
in the marketplace.

01:14:50:03 --:--:--:--  
- Our philosophy is,  
we are about customer service.

01:14:52:28 --:--:--:--  
That's what we live and die by.

01:14:54:13 --:--:--:--  
- Not all companies  
see customer service

01:14:56:11 --:--:--:--  
only as a necessary evil.

01:14:57:20 --:--:--:--  
Sheila Harrell is Vice-President  
of Customer Service Operations

01:15:00:21 --:--:--:--  
for FedEx,

01:15:01:13 --:~:~:~:~:~  
which handles 350,000 calls  
a day.

01:15:03:05 --:~:~:~:~:~  
- They can call,  
tweet, email, chat.

01:15:04:28 --:~:~:~:~:~  
- This is Brenda with the FedEx

Customer Service Advocate Team.

01:15:07:23 --:--:--:--

- this is Rachel with FedEx.

01:15:09:05 --:--:--:--

How are you doing?

01:14:59:25 --:--:--:--

- FedEx encourages  
that attitude.

01:15:01:16 --:--:--:--

At its Memphis call center,

01:15:02:24 --:--:--:--

you can see Delois Peyton's desk  
full of awards.

01:15:04:25 --:--:--:--

- I don't consider  
customers mad,

01:15:06:13 --:~:~:~:~:~

just another opportunity,  
is the way I look at it

01:15:08:16 --:~:~:~:~:~

an opportunity to turn  
the situation around

01:15:10:12 --:~:~:~:~:~

and have a satisfied customer.