

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.

01:13:50:08 --:--:--:--
- Scott Broetzmann runs Customer
Care Measurement & Consulting

01:13:52:25 --:--:--:--
in Alexandria, Virginia.

01:13:53:24 --:--:--:--
He's been publishing
the Customer Rage Study.

01:13:50:10 --:--:--:--
- What's really telling is,
we also asked people,

01:13:52:11 --:--:--:--
"What did you get?"

01:13:53:10 --:--:--:--
And 60% of complainants--
60--

01:13:54:27 --:--:--:--
said they got nothing in
response to their complaint.

01:13:57:11 --:--:--:--
Nothing.

01:13:58:02 --:--:--:--
- We posted the story,
we posted the picture...

01:14:00:09 --:--:--:--
- Ben Popken is managing editor
of consumerist.com.

01:14:15:08 --:~:~:~:~:~
- So our job at consumerist is
to scoop up those horror stories

01:14:17:26 --:~:~:~:~:~
and shove them
into the spotlight

01:14:19:13 --:~:~:~:~:~
with our flood of traffic

01:14:20:20 --:~:~:~:~:~

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.

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01:15:04:25 --:--:--:--
- I don't consider
customers mad,
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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.