

JOB STRESS AND HEALTH ISSUES OF TELECOM INDUSTRY CUSTOMER CARE EXECUTIVES.

Nithyajothi Govindaraju

*Research Scholar
SEGi University, Graduate School of Business
Malaysia*

ABSTRACT

Literature sources have consistently indicated that a high level of job stress causes severe health issues of their employees. Especially, Telecom industry customer care employees face high job stress. However, little work has investigated job stress effect on employee health of Telecom Industry customer care executives. This study aims to examine the health issues suffered by Telecom industry customer care executives in Tamilnadu. This paper reviews the idea of job stress and demonstrating how it effects on health issues effectiveness and performance of the organisation.

Keywords: *Job stress, health issues, Telecom Industry customer care executives*

INTRODUCTION

Work life in the Telecom customer care is both challenging and stressful. Some of the core job features of Telecom industry customer care executives are communication skills, interpersonal skills, ability to handle stress, excellent listening skills and quick thinking ability. Everyday job challenges develop high stress and simultaneously increases more health issues. As reported by the American Psychiatric Association Foundation (2018) workplace stress causes a staggering 120,000 deaths and cost nearly \$190 billion each year (Goh, Pfeffer and Zenios, 2015). Consequences of significant health issues of Telecom industry customer care executives create the significance of this study.

LITERATURE REVIEW

Telecom industry in India achieved tremendous growth in the past three decades. India has a stable growth rate in the past decade and as of now the world's second-largest telecommunications market with an endorser base of 1.17 billion (IBEF, 2018). GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG) reported that the Indian mobile economy is proliferating and will contribute substantially to India's Gross Domestic Product (GDP).

India ranks as the world's second-largest market regarding total internet users with 512.26 million internet subscribers as of June 2018. Moreover, India is also the world's second-largest telecommunications market with 1,191.40 million subscribers, as of September 2018. Over the next five years, the increased rate of mobile-phone penetration and decline in data costs will add 500 million new internet users in India and create opportunities for new businesses (IBEF, 2018). However, Customer care executives of Telecom industry face severe problems which are unique to the Telecom industry.

As Telecommunication organisations keep on doing combating for client dedication, the critical differentiator to assist brands with distinguishing themselves is the capacity to give subscribers with consistent experiences across the various touch points and interaction channels they use. For instance, one can call into a carrier's contact centre, and an associate answers the call. He/She may know caller name or have caller profile in front of them. The associate may ask for qualifying information to validate the caller. It is a pretty general customer experience where the associate is doing more to find out

about caller than actually knowing who the caller is. It is a lukewarm interaction at best, and Of course, some technologies need to be integrated in order to allow the associate to provide a customer with this type of tailored experience.

Understanding the client venture is only one of the components that are expected to convey extraordinary client encounters. Telecom organisations additionally require the correct equalisation of individuals, procedures and innovation. In this sense, job-related stress is comparatively higher than other industrial sector employees. Thus, the main objectives of this study are to bring to limelight the level of stress and health issues of telecom industry customer care executives.

Job stress:

There are different meanings of stress offered in writing and this feature everyone sees stress contrastingly and may respond to the requests of worry in their direction (Doody and Lyons, 2013). As stress is a factor or set of conditions that the individual must adapt to (Keil, 2004), it is regularly portrayed with negative undertones and is, for the most part, observed as a negative, destructive and unwanted phenomenon (Helman, 2001). Stress that happens in a person's work environment is viewed as work related pressure and is intently connected with absenteeism, ailment and staff turnover (Edwards et al., 2003). Recognise that stress is a state and not a disease (Doody and Lyons, 2013). Stress might be experienced because of introduction to a broad scope of work requests and which can add to a similarly broad scope of results, which may concern the worker's wellbeing and be an ailment or damage, or changes in their conduct and way of life (Moustaka and Constantinidis, 2010).

General Problems faced by Telecom industry customer care executives

First, dealing with queries/issues linked to device-related problems that are raised to a service provider. Most of the consumers call up their telecom operator for an issue that might be caused by the device and not the network or service. Then there is a problem related to the network. Not all telecom companies have excellent network coverage at every point of their telecom circle. These causes call drops, poor internet speed, and other usage problems for customers, delivering a poor customer experience. Automating the delivery of internet configuration settings and activating mobile data services is again a significant problem with telecoms. The most common complaint among telecom customers is an unspecified reduction in balance. Lack of efficient self-service portal also the primary reason for this issues as many customers are not intended to check the issues at their end and rely on customer care service even for balance enquiry and service interpretation is also one the primary reason for. Recently, the Indian government introduced a system to link Adhar card with their telephone number increased heavy workload among Telecom customer care executives. Such a complaint is common in the client-based company.

Health issues suffered by Telecom industry customer care executives are

High on-the-job demands and insufficient resources (Demerouti and Bakker, 2011). Furthermore, an effort-rewards imbalance with the impression of high exertion and low pay or acknowledgement can likewise add to job stress (Siegrist, 2012) Goals perceived as exceedingly tricky, non-achievable challenges are also factors in excessive stress, anger and anxiety (Mawritz, Folger and Latham, 2014).) The common health issues of Telecom customer care executives are:

- Damage to critical brain structures and circuitry (McEwen and Morrison, 2013) reduced the ability to cope with future stress and expanded nervousness and constant discouragement (Miller and Hen, 2015)
- The onset of post-traumatic stress disorder (PTSD) (Arnsten et al., 2015)
- Reduced immune system functioning (Dhabhar, 2014)
- Increased inflammation and depression (Slavich et al., 2014)

Prevention tool by the employer

- by developing organisation-wide policies and practices in the following key areas
- Training for supervisors to reduce stress:
- Working with employees to create challenging but sensible objectives for ideal execution;
- open communication and overseeing clashes respectfully;
- Identifying and utilising employees' strengths and skills for career advancement;
- Compensating fairly;
- Ensuring safe work conditions;

- Modelling work-life balance;
- Making a conducive work atmosphere that energises social help and connectedness; and
- Creating approaches to consider positive day by day work environment occasions and achievements.

Adopting successful stress reduction techniques likewise holds guarantee in anticipating depression which can be expensive to managers. Online and mobile stress management programmes offer businesses financially cost-effective options for lessening work environment stretch (Heber et al., 2016).

CONCLUSION:

The most critical resource in any organisation is the employee; therefore maintaining and supporting employees' health is vital to ensuring their ability to work, maintain standards and continuously improve standards of care (Holden et al., 2011). Stress has become the most general cause of employees in Telecom Industry. Effective stress management can make an individual product and constructive. Positive attitude, supervisor support, family support and meditation will be helpful for coping the stress. The Negative stress or Distress kills the employees' positive attitude, and it turns to absent, turnover, immoral, anxiety, depression, aggressive and so on. Addressing these issues in nursing practice will involve employers acknowledging their responsibility and mandating work-rest schedules be instituted into healthcare facilities, as self-regulation fails to provide sufficient breaks to guard against the physiological strain.

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