

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SOCIAL SCIENCES
FOREIGN LANGUAGES DEPARTMENT**



CONTENT

**REASONS WHICH MOTIVATE ENGLISH STUDENTS AND GRADUATES FROM THE
FOREIGN LANGUAGES DEPARTMENT TO WORK IN CALL CENTERS**

TO GET THE DEGREE OF BACHELOR IN ENGLISH.

AUTHORS:

ANA MARTA VICTORIA HERNÁNDEZ	CARNET HH01041
CRISTINA VERONICA OCHOA CAÑAS	CARNET OC02002
KARINA MARIBEL HERNÁNDEZ VAQUERO	CARNET VH02004

ADVISOR:

LIC. JOSÉ RICARDO GAMERO ORTIZ

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JULIO CESAR GRANDE RIVERA, M.A.

**UNDERGRADUATE DEGREE COORDINATOR
LIC. GARAY SALINAS**

**ADVISOR:
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STATEMENT

Reasons which motivates English students and graduates from B.A. in English, Emphasis on Teaching to work in call centers.

GENERAL OBJECTIVE

To research the main labor market that students and graduates from the B.A in English, Emphasis on Teaching have in San Salvador.

SPECIFIC OBJECTIVES

- To obtain the causes that motivate students and graduates from the B.A in English: Emphasis on Teaching to work in call centers.
- To get information about the satisfaction level that students and graduates from the B.A in English emphasis on teaching have working in call centers.
- To research the metrics bilingual people must fulfil in call centers in order to have a percentage of labor stability.

PROBLEMATIC SITUATION

Call Centers are the main source of employment for bilingual people in El Salvador. Currently in the country fifteen centers of calls operate. According to some statistics done in 2,007 by the Investment Agency of Promotion (PROESA), the bilingual basic manpower for an industry that attends as a priority clients in The United State has begun to skimp, as a consequence, students and graduates from B.A in English Emphasis on Teaching do not enhance teaching skills gained since the second year (fourth semester) of study because they choose to work in call centers instead.

VARIABLES

1. What are the reasons that encourage students and graduates in B.A in English Emphasis on teaching to work in call centers?
2. Why do students choose to study a B.A in English, emphasis on Teaching instead of studying an English course or an English technical degree?
3. Do students and graduates in B.A in English Emphasis on teaching have labor stability working as phone operators?

HYPOTHESIS

Students and graduates from B.A in English, Emphasis on Teaching choose work in call centers because of schedule flexibility, good salary, attractive benefit packages, opportunity of developing English skills and an easy hiring process.

FRAMEWORK

The B.A in English, Emphasis on Teaching is dedicated to the development of effective teachers. Graduates will be able to put into practice quality methods for the teaching of English. Graduates will seek to enhance their students' understanding of and interaction with the content of the discipline and of disciplines across the curriculum.

Those who graduate from B.A in English, Emphasis on Teaching will be able to:

- Organize, present, and explain concepts and detailed content from the language arts appropriate to the classroom.
- Plan for teaching that engages the students in active learning, integrates the language arts "basics" (thinking, reading, writing, speaking, listening and viewing), and integrates the language arts across the curriculum.

- Demonstrate detailed knowledge of classic and contemporary literature, as well as age-appropriate literature for children and adolescents, and of strategies for enhancing students' responses to texts at the emergent level of literacy and beyond.
- Demonstrate mastery of composing processes, and of strategies for generating and enhancing content and correctness appropriate to the students' developmental level.
- Work effectively in diverse communities seeking to provide the best education for each child.

All these abilities are obviously useful for teaching fields, but nowadays people who decide to study B.A in English, emphasis on Teaching and later on look for job opportunities in call centers.

The call center sector has been the most dynamic segment in the services sector in El Salvador during the last few years. The call centers established in El Salvador can be categorized in two main areas: customer service and technical support. Customer service call centers require from its world force the ability to speak English fluently. All of these companies find in El Salvador's labor force the quality and the language skills that enable them to provide world-class services worldwide.

This paper takes a further step by showing factors that encourage students and graduates from the B.A in English, Emphasis on teaching to work in call centers, the satisfaction level that students and graduates from the B.A in English emphasis on teaching show working in call centers, and will demonstrate the metrics bilingual people must fulfil in call centers in order to have labor stability.

For that reason, it is necessary to have a previous knowledge about how call centers work, what their requirements are and offers for working there. The same is to be done about schools and academies.

What is a Call Center?

A call center is a centralized office used for the purpose of receiving and transmitting a large volume of requests by telephone.

A call center is operated by a company to administer incoming product support or information inquiries from consumers. Outgoing calls for telemarketing, clientele, and debt collection are also made. In addition to a call center, collective handling of letters, faxes, and e-mails at one location is known as a contact center.

A call center is often operated through an extensive open workspace for call center agents, with work stations that include a computer for each agent, a telephone set/headset connected to a telecom switch, and one or more supervisor stations. It can be independently operated or networked with additional centers, often linked to a corporate computer network, including mainframes, microcomputers and LANs. Increasingly, the voice and data pathways into the centre are linked through a set of new technologies called computer telephony integration (CTI).

Most major businesses use call centers to interact with their customers. Examples include utility companies, mail order catalogue firms, and customer support for computer hardware and software. Some businesses even service internal functions through call centers. Examples of this include help desks and sales support.

++Technology used in Call Centers++

Call centers use a wide variety of different technologies to allow them to manage large volumes of work. These technologies facilitate queuing and processing of calls, maintaining consistent work flow for agents and creating other business cost savings.

These include ;

* ACW (After call work - Sometimes called "wrap" or "wrap up")

- * ACD (automatic call distribution)
- * Agent performance analytics
- * AHT (Average Handle Time)
- * ANI (automatic number identification)
- * Automated surveys
- * BTTC (best time to call)/ Outbound call optimization
- * Call Recording (call recording software)
- * CIM (customer interaction management) solutions (Also known as 'Unified' solutions)
- * Chat and Web Collaboration
- * CTI (computer telephony integration)
- * CRM (customer relationship management)
- * Desktop Scripting Solutions
- * Email performance support systems
- * Email Management
- * Enterprise Campaign Management
- * Issue tracking system
- * IVR (interactive voice response)
- * Knowledge Management System
- * Outbound predictive dialer
- * PDS (Predictive Dialing System)
- * Outsourcing
- * Quality Monitoring (call recording software)
- * Speech Analytics
- * Third party verification
- * TTS (text to speech)
- * Virtual queuing
- * Voice analysis
- * Voicemail
- * VoIP
- * Voice recognition
- * WFM (workforce management)

There are nine main call centers in El Salvador and the base salary varies from \$450 and \$650.00 as phone operators.

◆ OVERVIEW OF SOME IMPORTANT CALL CENTERS IN OUR COUNTRY

WALLENIOUS WILHEMSEN LOGISTICS

With an investment of less than \$1 million, the Wallenius Wilhelmsen Logistics Company began operations in the country.

The company, which specializes in BPO (Business Process Outsourcing), has 30 job openings and it expects to have a staff of 50 people by the end of the year.

Laprensagrafica.com reported statements from John Felitto, executive vice president of Wallenius Wilhelmsen Logistics: "Installation investment has been for less than \$1 million, but we expect to inject more funds into the training of human capital. Wallenius Wilhelmsen Logistics has presence in 80 countries around the world, including Brazil, Argentina, Colombia, Venezuela and Panama."

Customer center

The Customer Service Center is a collection of tools, applications and information that is designed to assist in your business transactions with Wallenius Wilhelmsen Logistics. The Customer Service Centre is continuously developed to meet business needs.

Salary: \$450.00

SYKES

SYKES arrived in El Salvador in August 2003 and began operations in December 2004 with one building and almost 200 employees; providing services to some of the most prestigious companies with high international customer satisfaction and service quality levels.

As a result of the great success achieved with Salvadorian's excellent English level and the trust of clients, SYKES El Salvador inaugurated its second building in November 2006. This brought new accounts and new employment and professional growth opportunities for our people.

In August 2008 SYKES El Salvador began operations in its third building. Showing the company's growth and stability; counting with over 1,500 employees and 10 clients.

Requirements:

- High level of English
- Computer knowledge (Microsoft & Internet)
- Call center experience is a plus

They offer:

- World class paid training
- Competitive salary
- Excellent compensation and benefits
- Great and flexible working environment
- Excellent growth opportunities
- Call center experience is a plus

Salary: \$500.00

TELEPERFORMANCE

Teleperformance established operations in El Salvador in 2004, which provides Spanish speaking services to leading Mexican banks and financial institutions.

Shortly after inception, many Fortune 500 American companies saw our services in El Salvador as a viable world-class offshore solution to the U.S. Hispanic marketplace.

El Salvador division provides offshore solutions to both the U.S. Hispanic and Mexican domestic markets from a contact center facility located in San Salvador with more than 800 workstations and 1,000 employees.

Key Services/Applications Offered

Clients are offered inbound and outbound teleservices including:

- Customer Acquisition
- Customer Care & Growth
- Technical Support
- IVR Automation Solutions
- Offshore Solutions to the U.S. Hispanic and Mexican Domestic Markets

Key Industries Served

- Telecommunications and ISP
- Financial Services
- Insurance Services
- Student Loan Servicing
- Direct Response
- Travel Sector
- Technology
- Consumer Products
- B2B

Salary: \$450.00

ATENTO

Grupo Atento operates in 17 countries and currently is one of the world's most important *Contact Center* and *BPO* companies. Atento is responsible for relations among companies, their clients and users through a technology and process platform that enables interaction through multiple assistance channels.

The company operates in different regions and is a leader in markets whose native language is Spanish/Portuguese. Its service centers have renovated facilities, state-of-the-art technology, and motivated and experienced employees that deeply know different business chains in different economic segments - private and public companies. Therefore, Atento is able to offer tailor-made and whole solutions to the market.

It offers a large portfolio of innovating and high-quality products and services, approved by large global and regional companies. The Group believes in the every-day knowledge obtained by its subsidiaries in Europe, Africa and the Americas. Such knowledge is a competitive edge that strengthens friendship and trust of relations maintained with its international or regional business partners.

Atento grows along with its clients and society, establishing increased standards of quality and efficiency. Atento is the ideal ally for a company that intends to maintain a direct line with costumers, making them more loyal and using every opportunity of contact for a new business.

Nowadays, Grupo Atento is a reference in its business segment and has a significant social and economical role in the countries in which it operates.

Atento Centro America and Atento Puerto Rico receive Great Place To Work award

Two Atento Group branches, Central America and Puerto Rico have received the award granted by the Great Place To Work Institute, which considers them one of the best places to work.

Atento Centroamérica was ranked in eighth place and in first place among companies with over 4000 staff members, in the ranking prepared by this institution. According to German Garcia, Regional Director of GPTW Institute, "Atento Guatemala and Atento El Salvador are placed side by side with the best companies in Europe, the United States, and Latin America."

On the other hand, Atento Puerto Rico was elected one of the 30 best companies to work, being ranked in eighth place.

The five dimensions for recognition of a company as "the best place to work" are, according to GPTW: credibility, respect, fair treatment, pride, and fellowship.

With this award, both Group branches have demonstrated their firm commitment in providing well being to all Company staff members, seeking the personal and professional development of all those who participate in Atento.

Salary: \$400.00

DIGITEX

In Digitex Central America are experts in offering outsourcing solutions for Contact Center and Call Center to local, nearshore (US, Canada and Mexico's market) and offshore clients. Their 20 years of experience in the industry guarantees all of their clients that they can benefit from our centers in Guatemala and El Salvador by reducing their operational costs.

Salary: \$300.00

BENSON COMMUNICATION

Benson Communications has been in business since February of 2000, and since this time they have started multiple subsidiary companies. Benson Communications Provides Northern Indiana with Computer Tech Services along with Graphic Design, Web

Development, and Video Production Services. Their Computer Tech Department provides the area with Computer Repair, Networking and Security Solutions for the home or business. At Benson they do a number of Graphic, Internet, and Video Solutions. Their Web Development is always expanding its knowledge in HTML, CSS, Javascript, AJAX, PHP, and Flash as well as making sure they maximize the Clients ROI with the latest in Search Engine Optimizing Techniques.

In the next two years, Benson Communication will invest \$5 million and generate 1000 jobs.

President of the company, Brian Cox, announced the plans during a visit to call center facilities. He also announced the acquisition of new facilities to which they will move before 2009, in order to easier accommodate the new personnel.

The company specializes in giving assistance to telecommunication companies in the area of sales, customer service and technical support. Last September, they managed to make 11,000 sales from offices in El Salvador, he commented.

Salary: \$450.00 plus a \$50.00 bonus for quality

STREAM

SAN SALVADOR, EL SALVADOR, Dell Inc. announced that Stream Global Services has acquired 100 percent of its El Salvador contact center as part of company-wide efforts to increase the efficiency of its business and provide better value for customers. Stream is a global outsourcing company headquartered in Boston, Massachusetts, with more than 17,000 employees in 32 locations around the world. Dell will become a customer of Stream, continuing to utilize the El Salvador site for outsourced consumer sales and technical support services.

“We are pleased with our experience in El Salvador and its people and government. This allows us to leverage our long-standing relationship with Stream to continue providing the best possible U.S. Spanish-speaking and Latin American consumer sales and technical

support from El Salvador. We appreciate the contributions of our El Salvador team in this effort.” said Ray Roman, VP Dell global consumer operations and services. “We will do all we can to help our employees and our community partners through this transition.”

As a global contact center services provider, Stream relies on experience, stability, and people to achieve their company mission of providing exceptional customer experiences.

Careers at Stream

A career with Stream provides these opportunities—personal and professional development in a fun, rewarding environment.

Life at Stream

Top 10 Reasons Stream is a Great Place to Work

1. Passion for creating exceptional experiences
2. Commitment to company-wide values, vision, mission, and goals
3. Extensive training as part of a learning organization
4. Relentless pursuit of excellence through aggressive goals and progress measurements
5. Recognized value of a healthy work/life balance
6. Global presence, with support around the world in many languages
7. Challenging and fun work environment
8. Comprehensive benefits plan
9. Opportunities for personal growth, development, and promotion
10. Team environment valuing all opinions and recognizing excellence

THEIR VISION

Their vision is to be the leading integrated, global business process outsourcing solution

provider by continuously enriching their clients Value propositions.

Benefits at a Glance.

Employees are our most valuable resource. In appreciation for the work they do, Stream offers its employees a full benefits package. We offer an array of programs designed to be flexible, innovative, and valuable for employees and their families.

Salary: \$650.00

What is a teacher?

In education, a **teacher** is a person who educates others. A teacher who educates an individual student may also be described as a personal tutor. The role of teacher is often formal and ongoing, carried out by way of occupation or profession at a school or other place of formal education. In many countries, a person wishing to become a teacher at state-funded schools must first obtain professional qualifications or credentials from a university or college. These professional qualifications may include the study of pedagogy, the science of teaching. Teachers may use a lesson plan to facilitate student learning, providing a course of study which covers a standardized curriculum. A teacher's role may vary between cultures. Teachers teach literacy and numeracy, or some of the other school subjects. Other teachers may provide instruction in craftsmanship or vocational training, the Arts, religion or spirituality, civics, community roles, or life skills. In some countries, formal education can take place through home schooling.

Informal learning may be assisted by a teacher occupying a transient or ongoing role, such as a parent or sibling or within a family, or by anyone with knowledge or skills in the wider community setting.

Following an example about the salary working as a teacher:

1. **Colegio Interamericano**, shift from 7: 00 to 3:30 from Monday to Friday, teaching all subjects in English, salary is around \$300 to \$450 according to the time spent working there.
2. **San Francisco**, shift from 6: 00am to 6:00pm from Monday to Friday, teachers earn \$650
3. **Garcia Flamenco**, part time job. Shift of five hours \$300.00
4. **Colegio Guadalupano**, full time job \$500.00
5. **Kinder Amiguitos** , part time job from 7:00 am to 12:00 pm \$175-200
6. **Colegio Aparicio**, part time from 7:00 am to 12:00pm \$ 180 for teaching high school students and \$100.00 from kinder garden to sixth grade.
7. **Child**, kínder from 8:00 am to 12:00 pm, the salary is of \$ 400.00
8. **Colegio Bautista San Jacinto**, from 7:00 to 4:00 salary from \$400 to \$500
9. **Escuela EDUCO “San Jeronimo”**, salary from \$460 to \$800 depending on the category teachers belong to. It is rated from one to five. It’s related to the amount of time they have worked for the institution.
10. **Escuela “Delfina de Díaz”**, salary of \$460 + 200 of overtime for an extra shift.

Reason which people work as English teachers

- Help children develop their personality.
- Because they always wanted to be teachers
- They love to transmit their knowledge.
- Because the shifts and vacation
- Because the labor stability

METHODOLOGY

KIND OF RESEARCH.

Descriptive Method, also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. This research is highly accurate, so that it will find out the causes that motivate students and graduates from the B.A in English: Emphasis on Teaching to work in call centers. It will also get information about the satisfaction level that students and graduates from the B.A in English emphasis on teaching show working in call centers, and will research the metrics bilingual people must fulfil in call centers in order to have labor stability.

Descriptive Method

- 1. Nature of Descriptive Method
 - Designed for the investigator to gather information presenting existing conditions.

AIM:

- To describe the nature of situation as it exists at the time of the study and to explore the causes of particular phenomena (Travers, 1978).
- Defines descriptive method as involving collection of data in order to test hypothesis or to answer questions concerning the current status of the subject of the study (Gay 1976).

- 2. Ways of Obtaining Descriptive Information
 - Asking them to provide you the important information

- personal interview or by a mail survey. This type of descriptive investigation is classified as questionnaire or opinion-mail studies.

+ Observation

– It is the communication between you as the researcher and your participants chosen for investigation.

o Three categories:

- **Activity Analysis**

- Observation that concentrates on the actual behavior of the participants.

- **Product Analysis**

- Observations which is concentrated on the product of the participant's behavior.

- **Situation Analysis**

- determines the sets of conditions in which the behavior of the participant occur.

o Types of Descriptive Research

- **Case Studies**

- A detailed study about one person or unit over a considerable period of time.
 - Involve you to inquire deeper and examine thoroughly
 - To take note on how these behaviors change as the individual adapts and reacts to his environment.

- Discovering and identifying all the important variables which have contributed to the history or development of the subject.

- **Advantages.**
 - Depth.
 - Opportunity to gain insights into the basic concepts of human behavior.

- **Disadvantages.**
 - Depth = lack of breadth.
 - It is difficult to generalize findings to include other people when these findings have been drawn only from one individual.

- **Surveys.**
 - Gathering relatively limited data from a relatively large number of cases.
 - involve determining information about variables rather than about individuals.
 - employed to measure the existing phenomenon without inquiring into why it exist.

- 2 Scopes:
 - a. Census
 - Survey that covers entire population of interest.
 - b. Sample
 - Deals only with a portion of the population.

Categories: Census of Tangibles - covers small population where the variables are concrete. - The responses are simple and accurate - there is less contradiction in your data since the variables you measure are well defined and clear. - Its weakness lies in its limited scope of application. A Census of Intangibles - the variables measures are not directly observable. - Problems include on how the appropriate measurement will be

determined and how they can be made and developed. A Sample of Survey Tangibles
- requires the data from large groups where the census is not advisable. - Information
can be obtained from large groups where the variables are concrete.

- 5. Factors that determine the usefulness of the method:
 - Appropriateness of your sampling procedures.
 - Accuracy of your data collecting method.
 - The relevance of the information gathered for the solution of pertinent problems in your research.

- 6. Developmental Studies

- Reliable information that deals with the progress or stages of development of an individual

- Tackles the 5 aspects of a person.

- (emotional , intellectual, physical, social & mental)

- Investigating a progression

- Participants can be a homogenous or a heterogeneous group

- 7. Complimentary techniques

- Longitudinal Method

- Study of participants over an extended period of time.

- can be short term or long term

- Disadvantage: If there is a problem in your variables, sample and participants and you have been observing them in years.

- 8. Cross–Section Method - study of participants in different level and focus on characteristics. -comparison of characteristics. Disadvantage: The differences between samples may lend bias to your results. Achievement level will differ based on the participants.

- 9. Follow–up Studies - employed when you intend to investigate the subsequent development of participants after a specified treatment or condition. - Evaluation of success of a specific topic.

Documentary Analysis - content analysis - study involves gathering of information by examining records & documents

- 10. Trend Analysis - study which seeks future analysis - aimed to project demands or needs of the people in the future. - Short term and a long range prediction.

- 11. Correlational Studies - study designed to help you determine the extent to which different variables are related to each other - to generate or test hypothesis - The critical distinguishing characteristic is the effort to estimate a relationship, as distinguished from simple description (Fox , 1969)

Advantages, Disadvantages and Cautions in the use of the Descriptive Method

a. Advantages

- All the information is gathered in this method.
- Data will be validated and proves its reliability.
- Aim toward information dissemination.

b. Disadvantages

- Any method are taken into account, you should also be aware of the two particular aspects:

1. faults of your methods per se

2. the faults of your method when you poorly use it. - tend to misuse the method easily. (Helmstadter , 1970)

If you are oriented with the different methods of research, this method will be the simplest. - You tend to avoid statistical analysis and your study will no longer qualify as a research. It is merely information gathering. - There is limited information about the effects of the variables under study.

- Be aware of the delicate and inconsistent actuation of the participants in your study. It may affect the validity of one's investigation.

Cautions

- Describe any particular group of individuals in your population. - Primary objective of this method is to make use of the results to facilitate predictions or control of some behaviors. - uses statistical procedures to assure you a level of confidence that your results are trustworthy.

The research process was done in the following procedure:

A. METHODOLOGIC STRATEGY.

i. PROJECT'S IDENTIFICATION

Main reasons that involve students and graduates from B.A in English, Emphasis on Teaching to work in Call Centers, their

satisfaction level working in there and the labor stability it presents to work there.

ii. REFERENCE FRAME DEFINITION

The research sought information about the facts that graduates and students of the B.A in English Emphasis on Teaching take into consideration at the time to apply to a call center. It also researched the satisfaction level from employees of Call Centers and it showed the most essential information gathered through analysis, exploration, induction and deduction methods that helped to get statistics about the labor stability. Moreover, it processed the information in gathered accurately.

iii. DOCUMENTAL ANALYSIS.

It helped to obtain the causes that motivate students and graduates from B.A in English emphasis on teaching to work in call centers.

It was useful as well to get information about the satisfaction level that students and graduates from the B.A in English emphasis on teaching show when working in call centers.

It researched the metrics bilingual people must fulfil in Call Centers in order to have some of labor stability.

iv. FINAL CONSIDERATION.

Starting from phases one, two, and three, it helped to establish a conclusion and also analyze relevant discoveries found in each one.

B. METHODOLOGIC PROPOSAL

i. METHOD.

Descriptive Investigative Method. Data was gathered and analyzed qualitatively. Induction and deduction was taken into account.

ii. KIND OF STUDY

Analyzing the research in a descriptive study, helped to identify the advantages, disadvantages and the satisfaction level students and graduates from the B.A in English, Emphasis on Teaching have working as Phone Operators, also the labor stability Call Centers offer to their employees.

iii. THECNIQUES AND INSTRUMENTS.

Measure instruments such as questionnaires and surveys were used for the research.

Surveys represent one of the most common types of quantitative, social science research. In survey research, the researcher selects a sample of respondents from a population and administers a standardized questionnaire to them. The questionnaire, or survey, can be a written document that is completed by the person being surveyed, an online questionnaire, a face-to-face interview, or a telephone interview. Using surveys, it is possible to collect data from large or small populations. This time, a questionnaire was used. It was carried out to a sample of thirty students and graduates in English, Emphasis on teaching who are working in call centers so that we could get an accurate result.

The survey was done in two parts: the first one calculated the level of satisfaction working in call centers and the factors that encourage them working there and the second part calculated the level of satisfaction working as teachers.

2. POPULATION

30 Students and graduates from B.A in English emphasis on teaching currently working in call centers.

30 Students and graduates from B.A in English emphasis on teaching currently working as teachers.

3. SAMPLE.

Students and graduates from B.A in English emphasis on teaching currently working in call centers and as teachers.

4. RESEARCH TECHNIQUES.

The main techniques of this research were based basically in gathering essential information from surveys which were the ones that allowed to estimate a percentage of the reasons which motivate English students and graduates from the Foreign Language Department to work in call centers.

The results of the surveys are as follow:

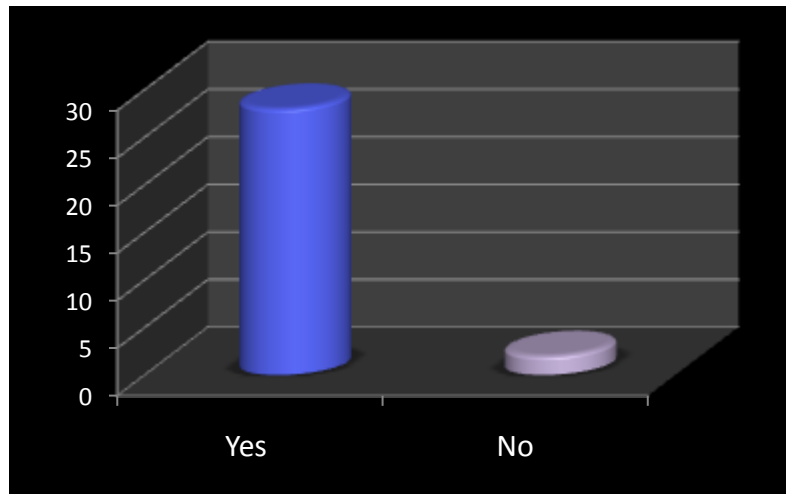
SURVEY OF BILINGUAL PERSONNEL WHO WORK AS TEACHERS

To research the main labour market that students and graduates from the B.A in English emphasis on teaching have in San Salvador.

WE WOULD BE VERY GRATEFUL IF YOU COULD SPEND A FEW MINUTES COMPLETING THIS SURVEY SO THAT WE CAN LEARN FROM YOUR EXPERIENCES WORKING AS TEACHER, THE LEVEL OF SATISFACTION YOU HAVE AND THE FACTORS WHICH ENCOURAGED YOU TO WORK AS A TEACHER.

INSTITUTION NAME: _____ AGE: _____ SEX: M ___ F ___
TENURE: _____ PREVIOUS JOB: _____

1. Did you study B.A in English Emphasis on teaching at the University to work as a teacher?



Studying for a bachelor in English Emphasis on Teaching includes the study of the English language as a tool. Completing an English degree will prepare a graduate for a career that involves communication, and critical thinking.

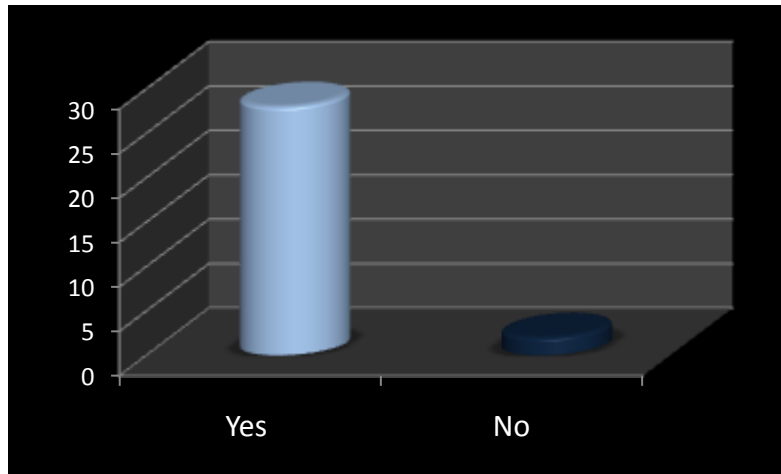
English Teachers instruct students in the language arts, including reading comprehension, writing, speaking, listening and visual literacy. Like all teachers, English Teachers prepare lessons, instruct and evaluate students. They maintain classroom discipline, keep attendance records, grade assignments and provide

feedback to students or parents. The English Teacher's curriculum focuses on language and literature.

The results show that 28 of 30 students and graduates in B.A in English Emphasis on Teaching said they studied the major to work as a teacher and 2 of 30 said they did it but they don't like to work as teachers.

The most of the people who study B.A in English Emphasis on Teaching are aware the career's goal is to become a teacher, besides learning English which is the main purpose of the students. In this way they can get a job as a teacher or develop themselves in a different area where English is required.

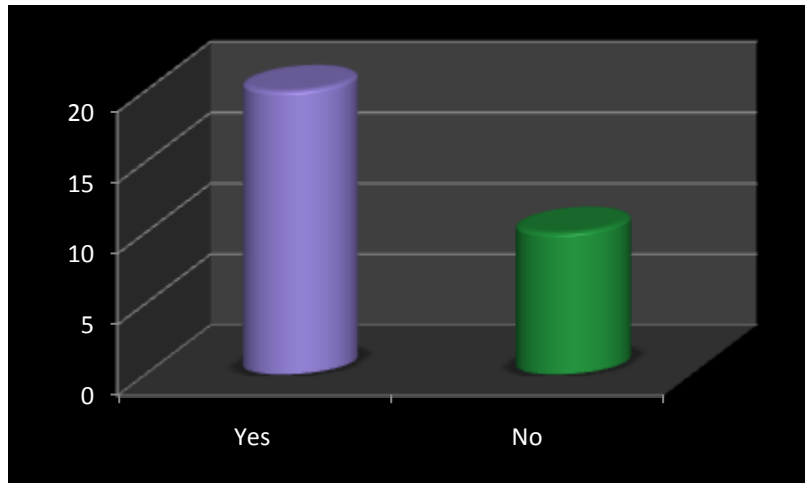
2. Do you consider you can get respect working as a teacher?



According to the results, 2 out of 30 students and graduates from B.A in English, Emphasis on Teaching consider they can get respect working as teachers but 28 think this is not true at all.

Although most of them consider that being teacher is a way to get respect, it is not an influence to become a teacher because being teachers is not the only way to get respect since it can be obtained through other careers or jobs.

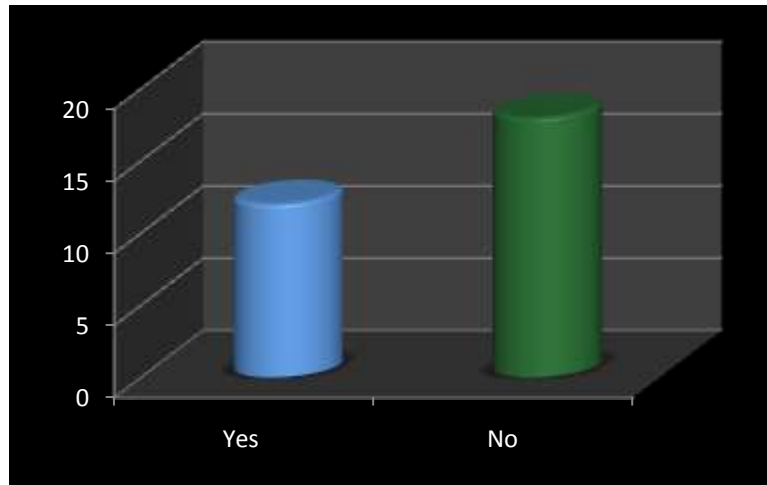
3. Nowadays, do you consider easy to get a job as a teacher?



According to the results, 10 out of 30 students and graduates from B.A in English, Emphasis on teaching think it is difficult to find a job as teacher but 20 of 30 think it is not so difficult.

In spite of the fact that graduates in B.A in English, Emphasis on teaching should count with the accreditations to teach, It is considered easy to get a job as a teacher because nowadays due to the different programs that MINED has created and all the new job sources where English is required, it exists an increasing demand and not only young but also adult people are interested in learning English to access new opportunities; it means there are more academies hiring bilingual people to teach the English language.

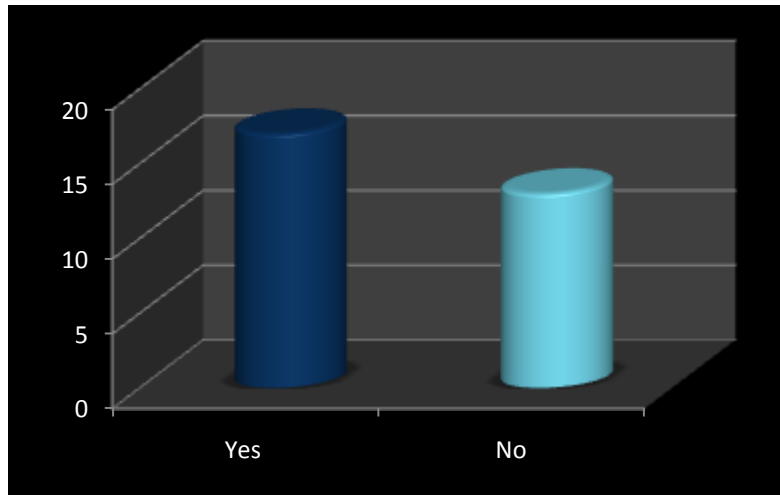
4. Is improving your English skills a reason to work as a teacher?



The research shows that 12 students and graduates from B.A in English Emphasis on Teaching consider improving their English skills as a good reason to work as teacher but 18 students do not think the same.

People consider they can improve their English skill by teaching, but also it is known that working as a phone operator is an excellent option to improve the listening skill, so this is not a fact that motivates people to work as teachers.

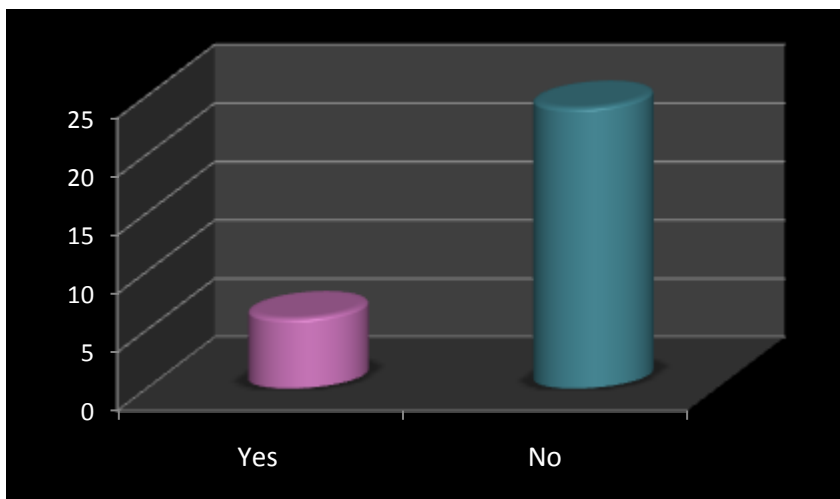
5. Would you ever change your job as a teacher for working as a phone operator?



According to the answers, 17 students and graduates from B.A in English, Emphasis on Teaching agree to change their work as teachers for working as phone operator and 13 students do not consider this idea as alternative.

In spite of the fact that most of the students studied English to become teachers they take into account the possibility to change their job for working as a phone operator.

6. Do you earn a good salary working as a teacher?

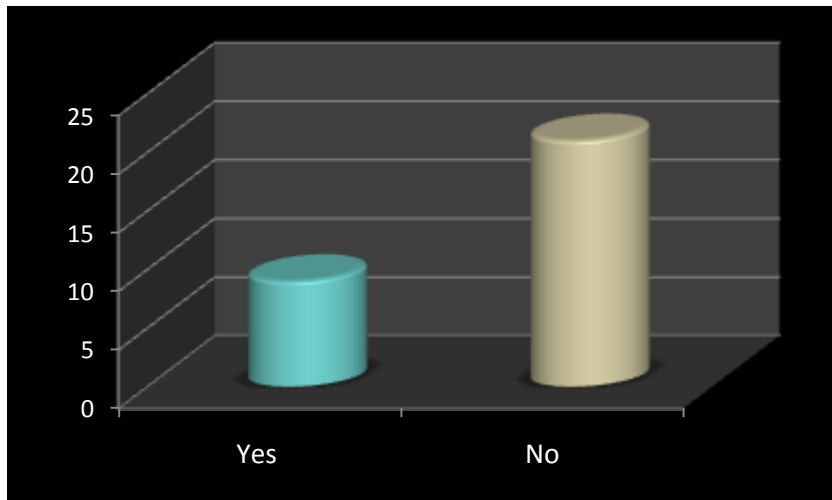


Salaries go around \$300 and \$800 per month depending of the institution, time of working and also if the teacher has a salary scale.

As stated by the results, 6 out of 30 students and graduates from B.A in English emphasis on teaching state they earn a good salary. On the other hand 24 of them think their salaries are not good enough taking into account all the responsibilities they have and the investment of time they have to do.

If your answer was No

7. Would the salary be a reason to change your job as a teacher for working as phone operator?

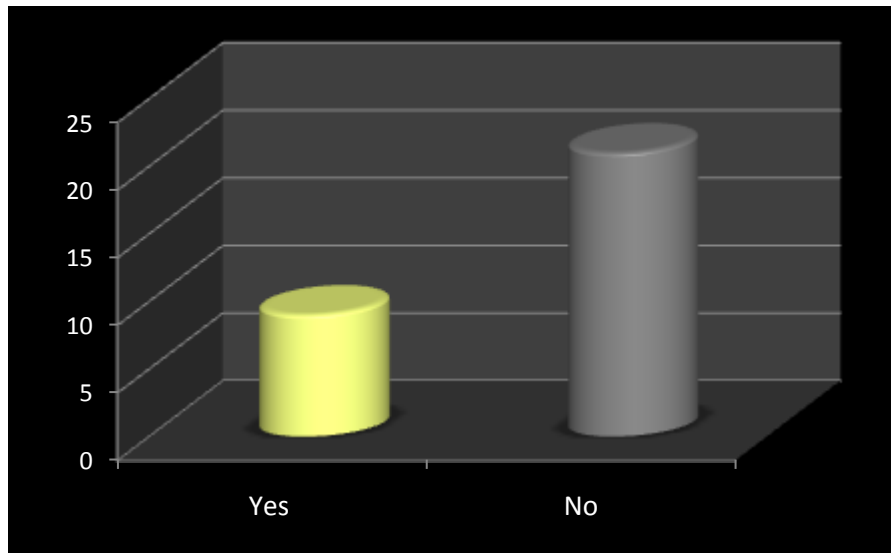


Base rate salary for teachers can vary from \$300.00 to \$800.00, depending on the institution they work for.

The results show that 21 out of 30 students of B.A in English Emphasis on Teaching states the salary is not a reason would make them look for a job as a phone operator and just 9 of them think the opposite.

Although teachers say they are not being well paid, most of them don't like the idea of working in a call center.

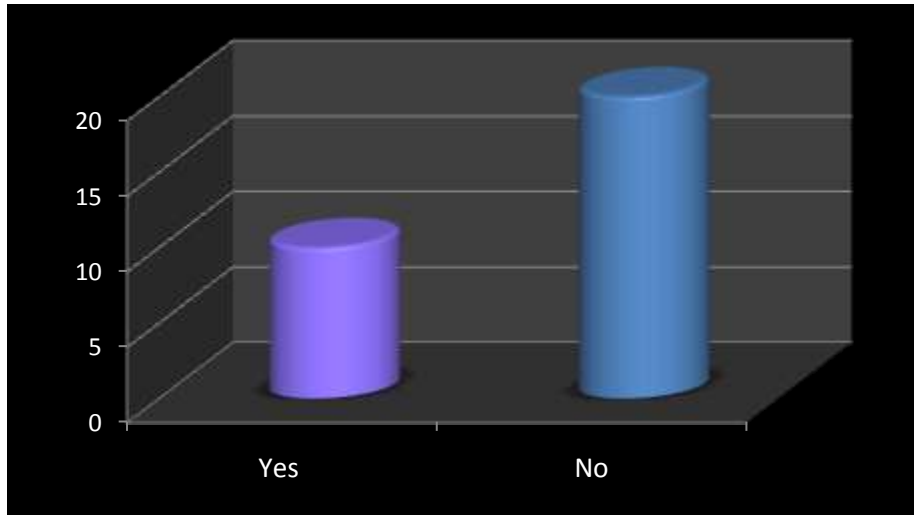
8. Is it easy to get a job as a teacher if you don't have a salary scale?



As said by the answers, 21 out of 30 students and graduates from B.A in English, Emphasis on Teaching state it is not easy to get a job as a teacher without teacher scale. Just 9 of them state the opposite.

Nowadays with the new changes that MINED has done to the education norms, every person who performs teaching must count with salary scale, although there exists a big demand and interest to learn English, MINED makes mandatory for private and public schools to hire teachers holding such accreditation.

9. Do you have extra benefits besides ISSS and life insurance working as a teacher?

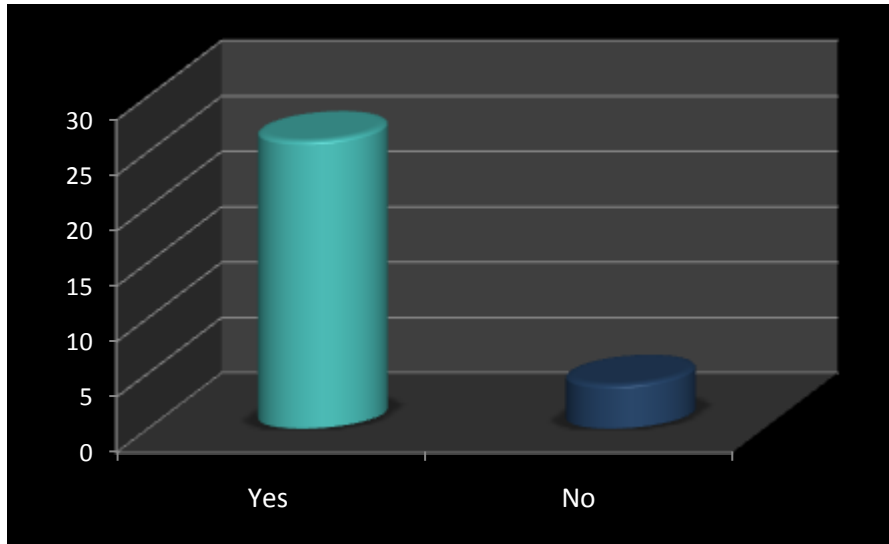


Working as a teacher doesn't generate any privilege or benefit over other companies, because MINED does not make mandatory for schools to give extra benefits. Although there are schools that provide extra bonus as Basic Cereals or extra money in determined dates, it depends exclusively on the school criteria.

In accordance with the results of the research, 20 out of 30 students from B.A in English, Emphasis on Teaching state they do not have extra benefits working as teachers, just 10 of them states the opposite.

It implies they won't apply for a job as teacher because of this reason.

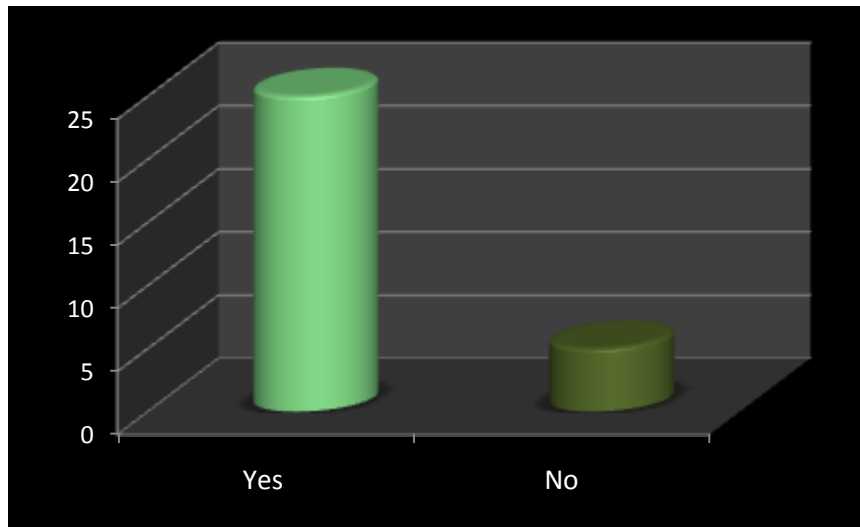
10. Do you consider holidays and extra free hours as advantages of working as a teacher?



According to the results, 26 out of 30 students and graduates from B.A in English, Emphasis on Teaching consider holidays and extra free hours as advantage of working as a teacher and just 4 of them disagree.

Holidays are important facts to consider as good benefits of working as a teacher compared with call centers .In call centers people don't have vacations on holidays like Christmas, Labor Day or Death day, etc., because in The United States some of this holidays are not celebrated. This is one of the reasons they prefer to keep a job as a teacher rather than working in a call center.

11. Do you usually have to take home homework, exams and paper work?



Some of the Tasks & duties teacher must accomplish are:

Evaluate and assess students' needs

Consult with schools, parents, Ministry of Education staff and medical professionals about students' needs.

Plan lessons and activities based on their students' and curriculum needs

Put into place individual education plans for students

Adapt teaching methods to meet the needs of students

Find, provide and adapt resources to meet the special needs of students

Teach students new skills, and build on existing skills

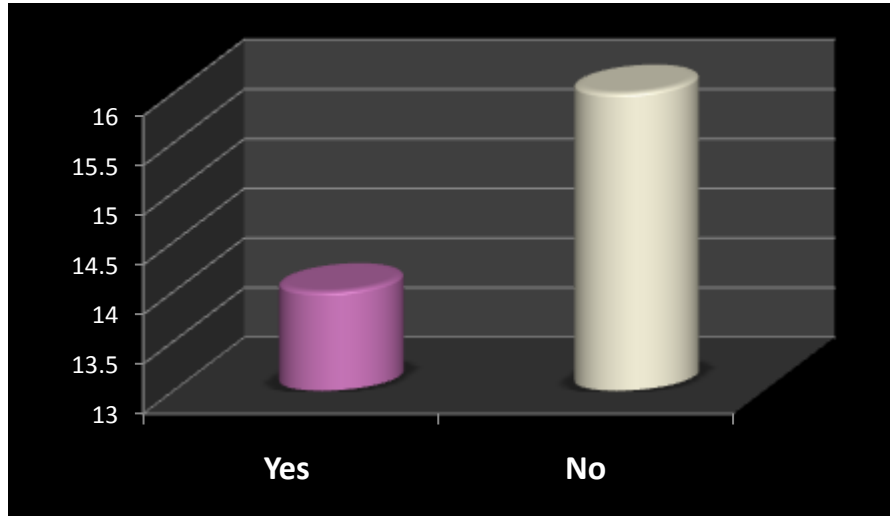
Help students to address and cope with their disabilities or difficulties

Write reports on students, organize timetables for students

The results show that 25 out of 30 students from B.A in English, Emphasis on Teaching usually have to take homework, exams and paper work home. Just 5 of them do not.

Working as a teacher is not an easy job, not only in the classrooms but also outside of them because working as a teacher implies taking papers home to check during the free time. Some schools include administrative hours to develop this kind of job, but some others do not. It means it is necessary for the teacher to invest a big part of his/her free time in these tasks.

12. Do you feel uncomfortable with checking exams or homework at home?

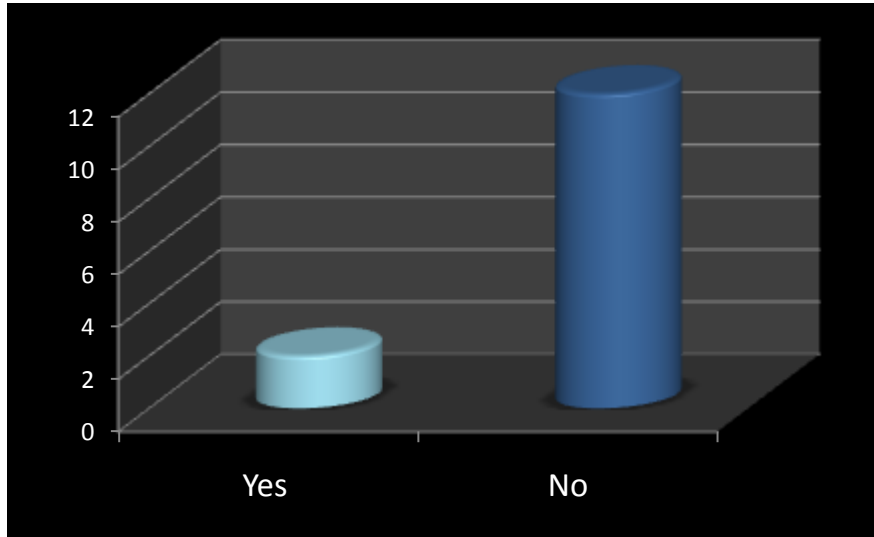


According to the data gathered, 14 out of 30 students from B.A in English, Emphasis on Teaching feel uncomfortable with checking exams or homework at home and 16 of them think the opposite. It means they do not have problems checking exams and papers during their free time.

They are aware of the responsibilities that being teacher has and they just accept them as part of their job as a small sacrifice compared with the satisfaction that teaching and help others learn can produce. It implies teachers get used to take extra work home.

If your answer was yes

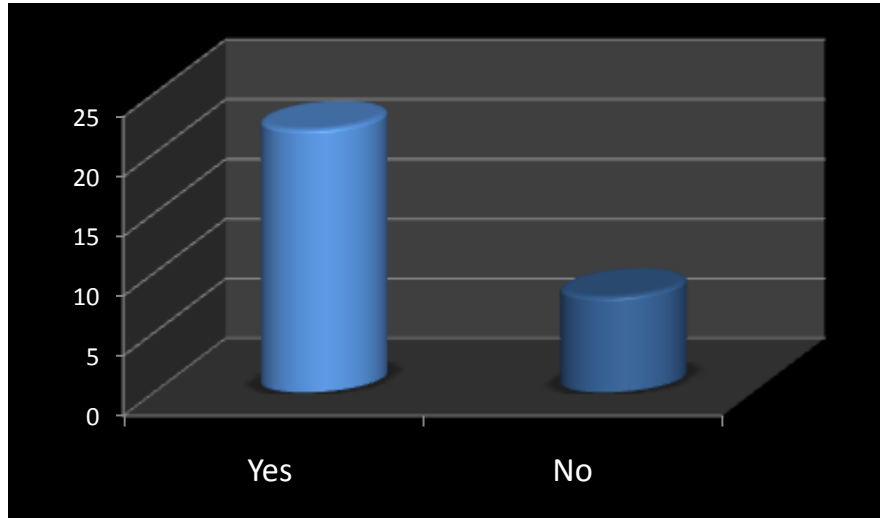
13. Would you consider working as a phone operator because of this reason?



The information gathered shows that just 2 out of 14 students and graduates from B.A in English, Emphasis on teaching would change their job as a teacher to work in a call center.

Teachers can handle their free time or check papers on duty as long as they get well organized. To take extra work home definitely is not a reason that would make teachers change their job for working in a call center.

14. Do you feel comfortable with the formal dress code you have to follow working as a teacher?



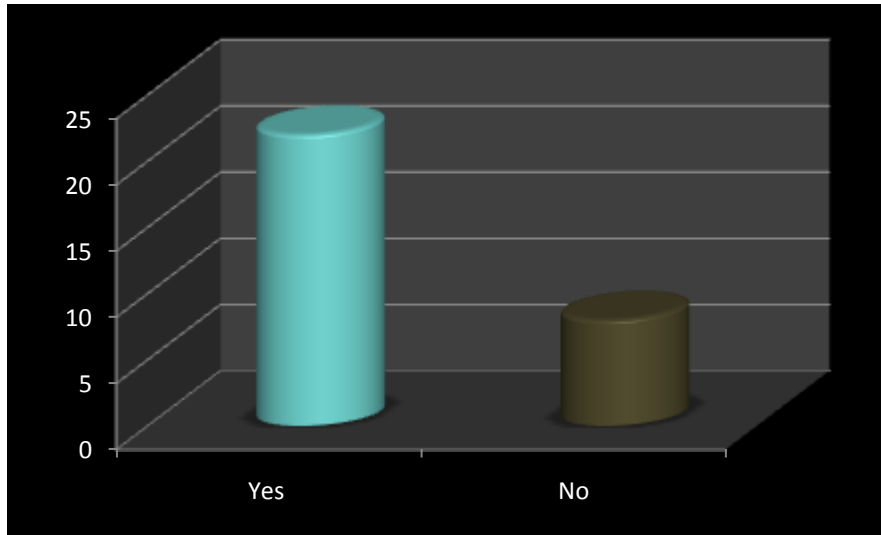
Teacher's formal dress code should be:

- * Dresses – those should be worn if the dress does not fall below the knee
- * Nice slacks – no tennis shoes
- * Midriff tops should not be worn
- * Skirts – length must fall no higher than the top of the knee
- * Choose neutral-toned hosiery
- * Shoes should be closed heel or pump style
- * Make-up should be subtle
- * Hair should be natural looking
- * Perfume should be used sparingly

Contained in the research, 22 out of 30 students and graduates from B.A in English, Emphasis on Teaching who work in schools feel comfortable with the formal dress code; just 8 of them are uncomfortable.

To wear formal dress code is a requirement for most of the teachers; it means they do not have problems wearing this kind of clothes. They feel comfortable and also it is a part of their job. Formal dress code brings them seriousness in their area. This is not another reason that would make teachers work in call centers.

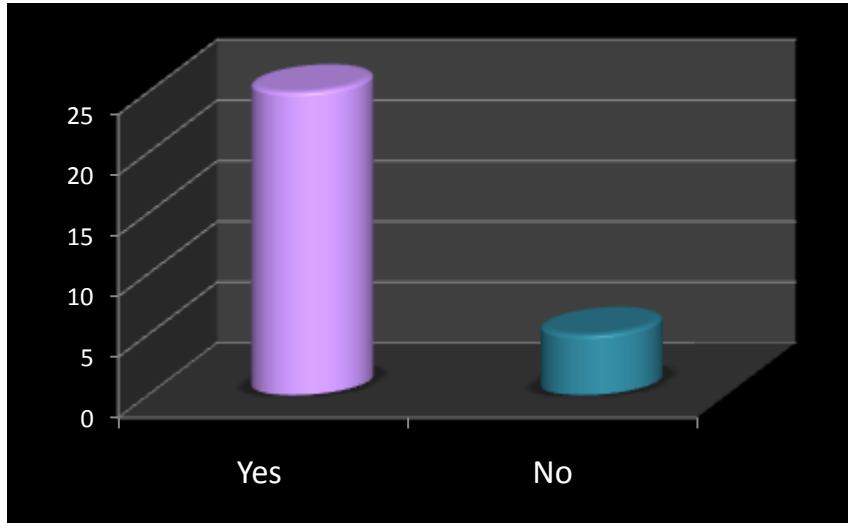
15. Is it easy to get a raise working as a teacher?



Twenty two out of thirty students and graduates from B.A in English, Emphasis on Teaching that were interviewed state it is easy to get a raise working as a teacher and 8 of them expressed it is difficult.

Most people think it is easy to get a rise despite of the competitive world. To get a raise means to have the largest vocational skills and to gain a better salary so most of the time people strive for getting a raise and so gain a better position.

16. Do you want to make a career as a teacher?

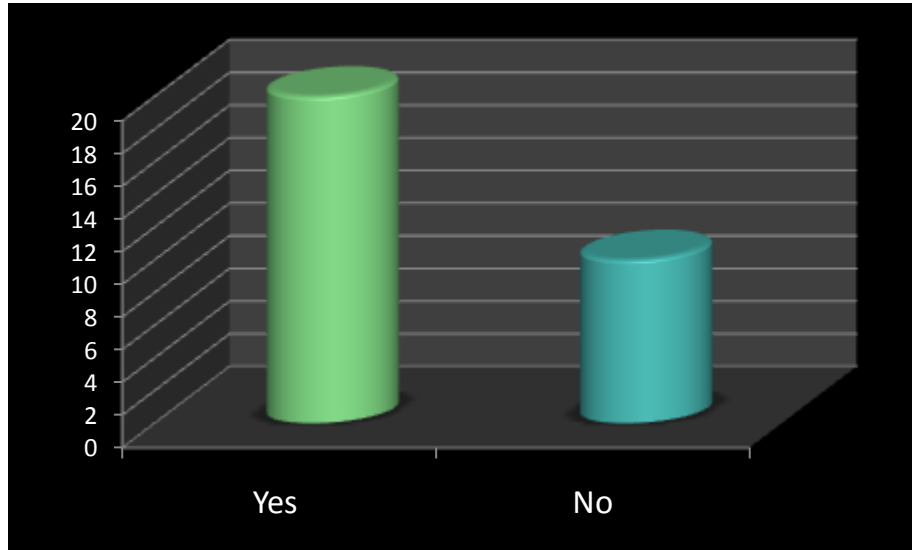


The result shows 25 out of 30 students and graduates from B.A in English, Emphasis on Teaching would like to make a career as an English teacher and 5 of them would not like it.

Many of those interviewed want to make a career as a teacher because that is what they chose to perform professionally and they have the vocation to do their job.

The rest could have chosen it but in the course of professional experience was not recognized as expected to hold as professional.

17. Are you totally satisfied working as a teacher?



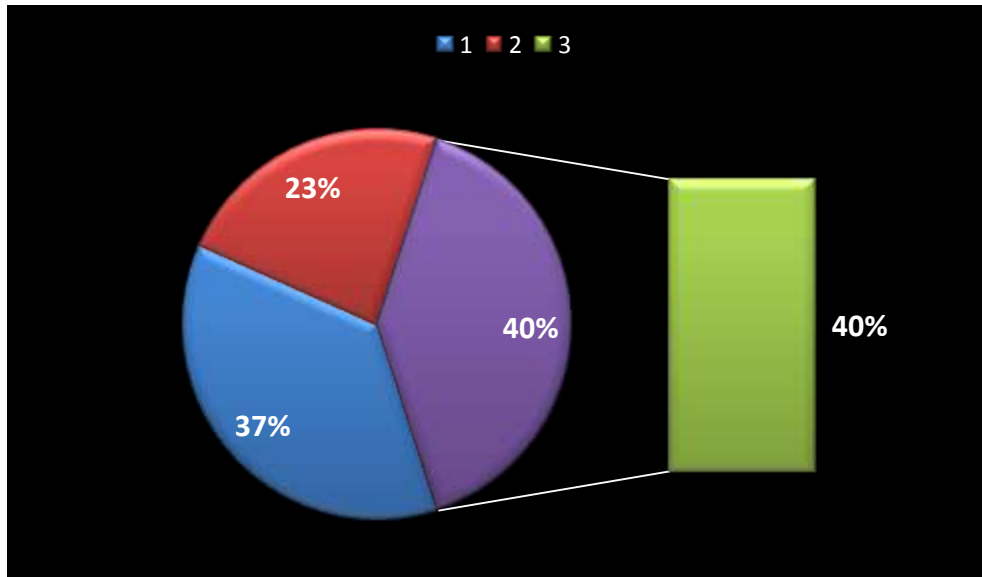
Job satisfaction describes how comfortable an individual is with his or her job. The happier people are within their job, the more satisfied they are said to be. As said by the research 20 out of 30 students from B.A in English Emphasis on Teaching who work in a school as teachers state feel comfortable with their jobs, and 10 of them are not satisfied.

Most of teachers are satisfied because they have benefits as vacation, appropriate salary. The environment is a plus that encourages their laboral development.

The rest of interviewed are not satisfied because they could have some difficulties for traveling to the workplace, also the working day is heavy and they are not well paid or simply these persons do not have the vocation to fulfill its role as a teacher.

If your answer was Yes

18. According to you, what are other advantages that influence you to work as a teacher?

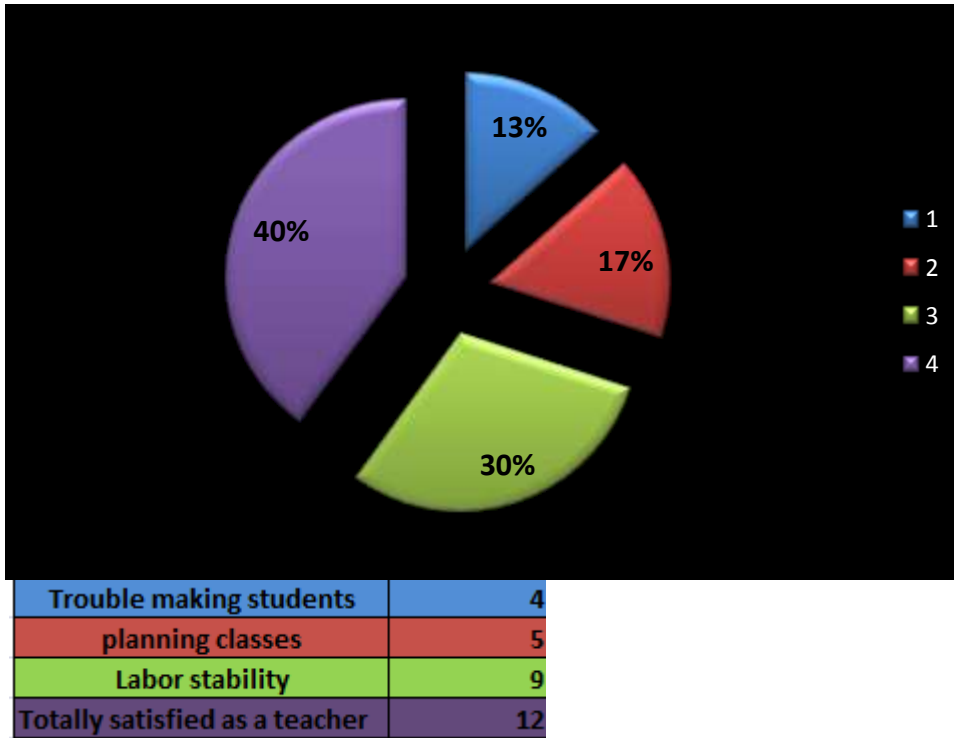


Sharing English Knowledge	11
More free time	7
Improving English skills	12

The results reflect 12 out of 30 students and graduate from B.A in English, Emphasis on Teaching state other advantage of working as a teacher is improving English skills. 11 of 30 students advised it is sharing English knowledge to students and just 7 of them state it is having more free time to spend with family and friends. It implies students and graduates feel comfortable developing themselves in the field they have studied for. Teaching is their vocation.

If your answer was No

19. Mention other reasons that can influence you to change your job as teacher for working in a call center.



The gathered information reflects that 12 out of 30 students and graduates from B.A in English, Emphasis on Teaching state they are totally satisfied working as teachers. In 9 out of 30 state labor stability in one disadvantage of working as teachers. Consistent with the answers, 5 out of 30 state planning classes is a disadvantage of working as teachers and just 4 of them state it is to deal with trouble-making students.

It reflects teachers are satisfied with their job as teachers. They do have a good salary in private schools. They can earn up to \$900.00 monthly, and if they work with the government they absolutely can have labor stability, dealing with trouble making students or planning classes are factors won't make them look for a job in a call center as phone operators.

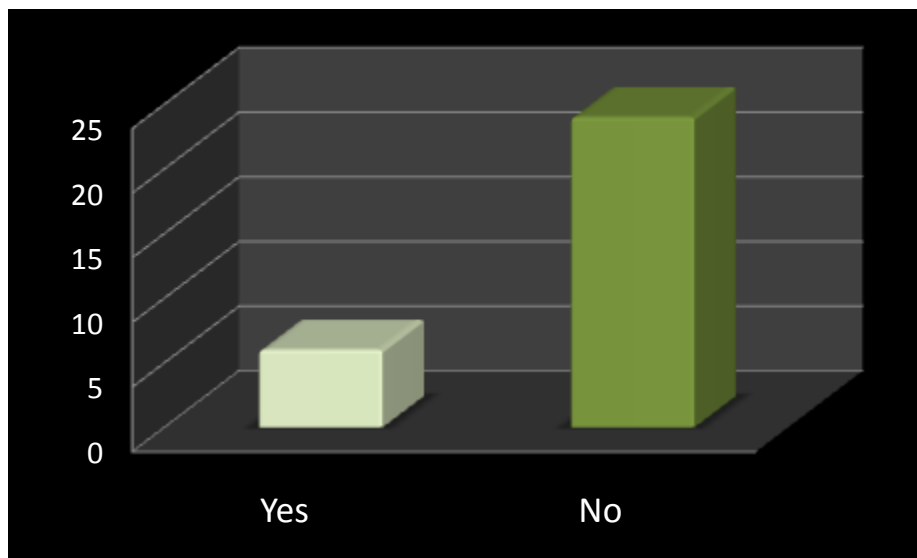
SURVEY OF BILINGUAL PERSONNEL WHO WORK IN CALL CENTERS

To research the main labour market that students and graduates from the B.A in English emphasis on teaching have in San Salvador.

WE WOULD BE VERY GRATEFUL IF YOU COULD SPEND A FEW MINUTES COMPLETING THIS SURVEY SO THAT WE CAN LEARN FROM YOUR EXPERIENCES WORKING IN A CALL CENTER, THE LEVEL OF SATISFACTION YOU HAVE AND THE FACTORS WHICH ENCOURAGED YOU TO WORK IN A CALL CENTER.

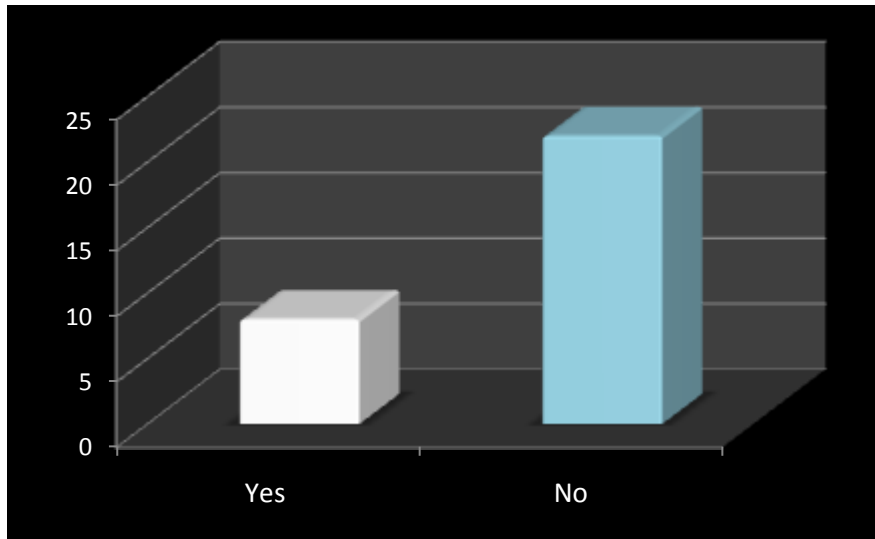
CALL CENTER NAME: _____ AGE: _____ SEX: M ___ F ___
TENURE: _____ PREVIOUS JOB : _____

1. Do you need labor experience to work in a call center?



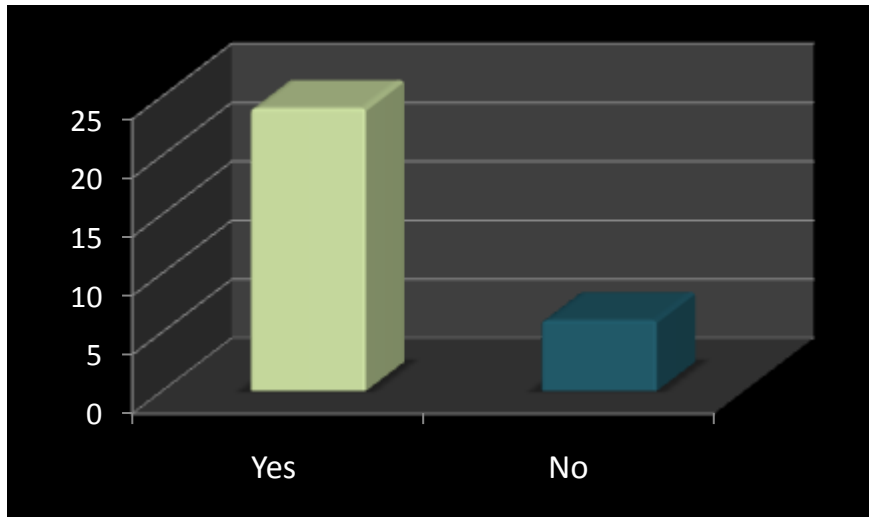
The survey shows 24 of 30 students and graduates from B.A. in English, Emphasis on teaching that were interviewed said that It's not necessary labor experience for working in call centers and 6 of them said labor experience is needed there. It is easier to be hired in a call center rather than in a school working as a teacher because in a call center the only requirement a person needs it to speak English, and for working in a school as a teacher it is necessary a teaching certificate and experience.

2. Is the informal dress code a reason that makes you work in a call center?



An informal dress code usually means jeans/sportswear/hoodies/revealing items and 22 of 30 students and graduates from B.A in English, Emphasis on Teaching disagree informal dress code is a reason that makes them work in a call center but 8 persons state it is one of the reasons they have.

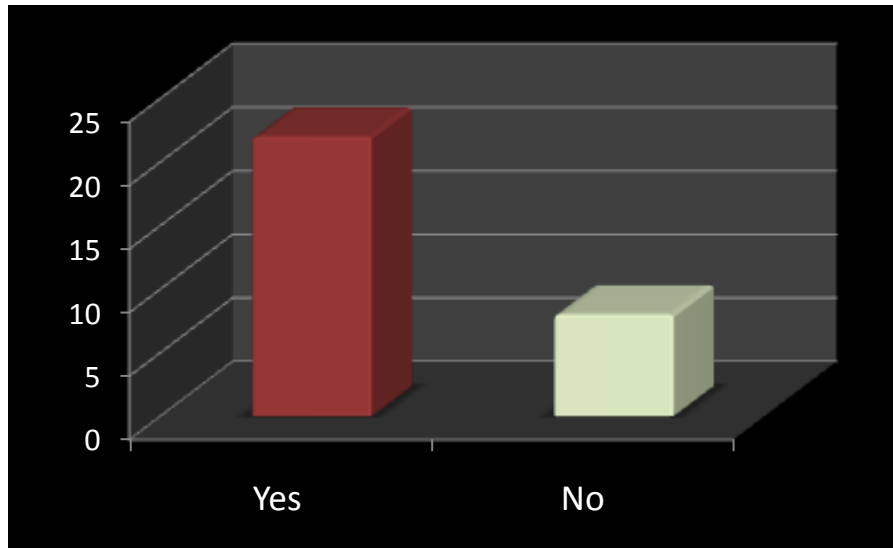
3. Is a good salary a reason that motivates you to work in a call center?



The majority, 24 out of 30 students and graduates from B.A in English, Emphasis on teaching state a good salary is a reason that made them work in a call center. Just 6 of them disagree.

Salary base rates in call centers vary from \$450.00 to \$560.00. The salary is one of the main reasons make people work in a call center.

4. Is schedule flexibility a reason that motivates you to work in a call center?

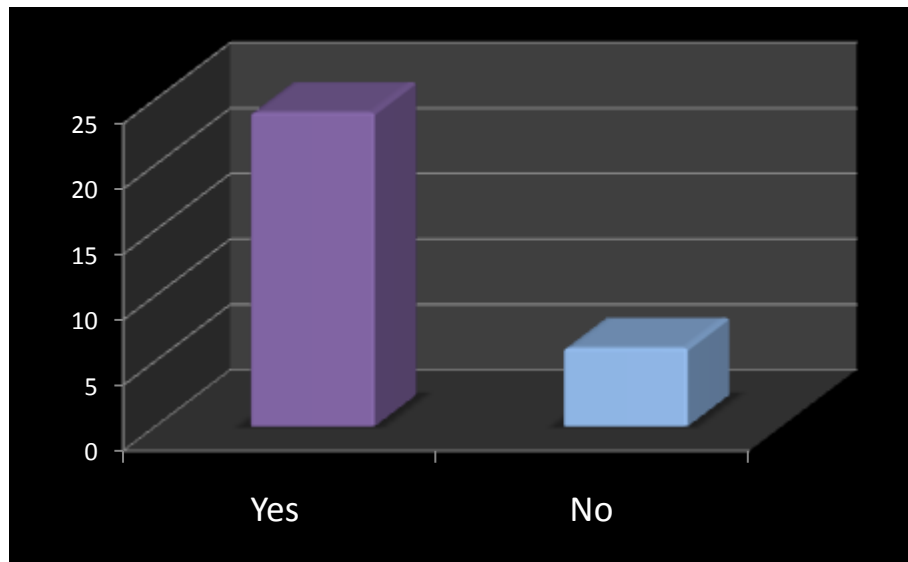


A call center may implement for its employees an alternative work schedule (AWS) instead of traditional fixed work schedules (e.g., 8 hours per day, 40 hours per week). Within rules established by the call center, AWS can enable employees to have work schedules that help the employee balance work and family or personal responsibilities.

The survey shows that 22 of 30 people that were interviewed agree that schedule flexibility is a reason for them to work in a call center and 8 students disagree.

Working in call center can give a student the opportunity to keep studying at the University. The company can fit a schedule based on the needs an employee has. The only request is to bring a copy of the schedule from the university, so they can provide an schedule best fit to the student, a morning shift from 5 am to 3 pm a night shift from 3pm to 12 am, graveyard schedule from 12 am to 7 am or even provide them with a part-time job, six hours any time a day earning \$350.00 monthly, that is why the schedule flexibility is considered one of the main reasons that make them work in call centers.

5. Is a good environment a reason that motivates you to work in a call center?

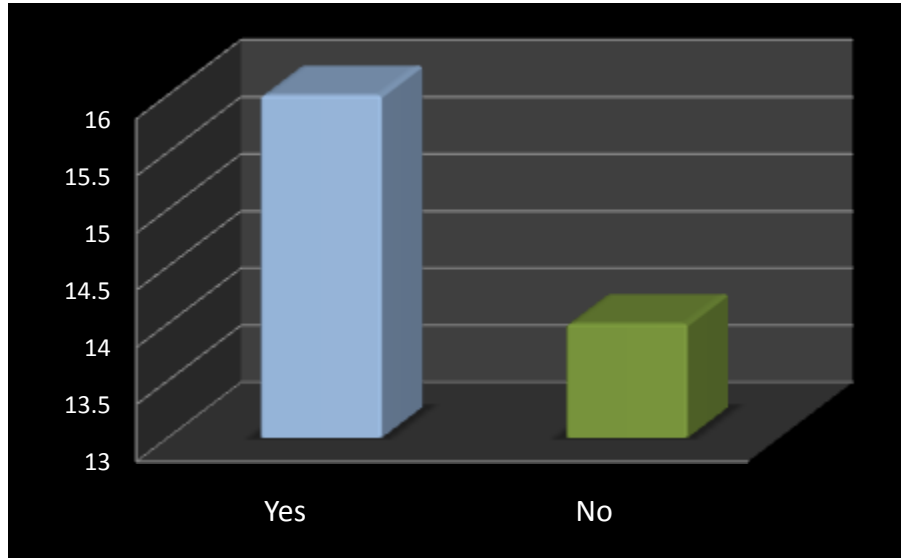


The most important aspects to creating a good office environment were found to be friendly co-workers, good lighting, a comfortable desk chair and flexible working options.

According to the results 24 of 30 Students and graduates in B.A. in English, Emphasis on Teaching are motivated by good environment in call centers and just 6 disagree.

Call centers are constantly motivating phone operators with goodies for good performance as well by decorating the environment according to the season: Halloween, Christmas, etc., and make contests on which team decorates better. The winner earns \$200.00, so they can make food parties. According to the survey a good environment makes students and graduates from B.A in English, Emphasis on Teaching feel motivated working in a call center.

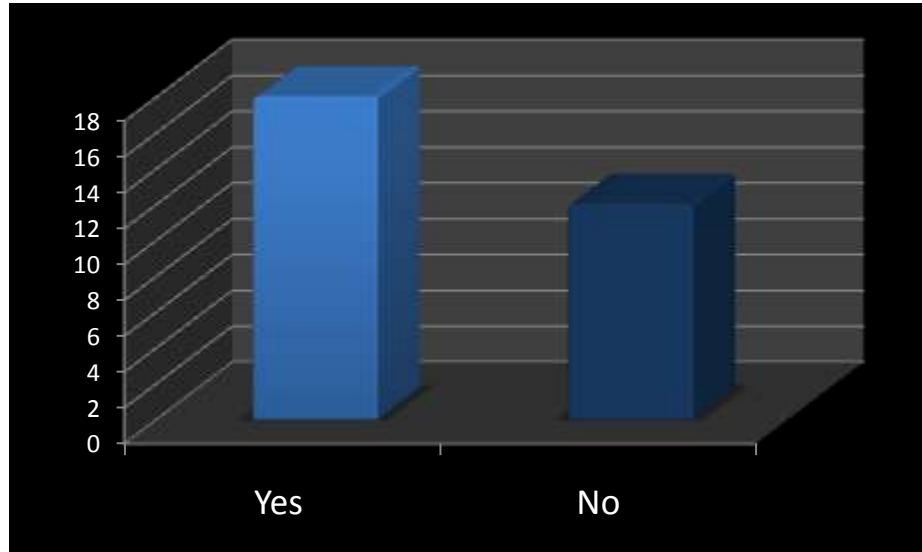
6. Is it easy to accomplish the disciplinary guide for the employee like to reach metrics, schedule adherence and quality, in call centers?



Call centers metrics have long focused on categories like, average handle time, holding time, quantity/quality balance, an individual/team balance, effectiveness balance, and the efficiency and effectiveness of agents as well the results reflect that 16 of 30 students and graduates from B.A in English, Emphasis on Teaching state it is easy to accomplish work guide in a call center and 14 of them disagree.

The average talk time is about 9 minutes, which is the time it takes an agent to handle with one call. The hold time is 1 minute, which is the time an agent places someone on hold while making a research, schedule adherence is 93% which means the agent needs to have lunch and breaks on time, and quality is 93% which is the accurate way to handle the call according to the policy of the company. Even though it is hard to accomplish all of the metrics successfully, the majority of students and graduates from B.A in English, Emphasis on teaching state metrics can be accomplished. It reflects a person with experience can fulfill all the company needs.

7. Would you change your job as a phone operator to work in a school as a teacher because you can get the weekends and holidays off?

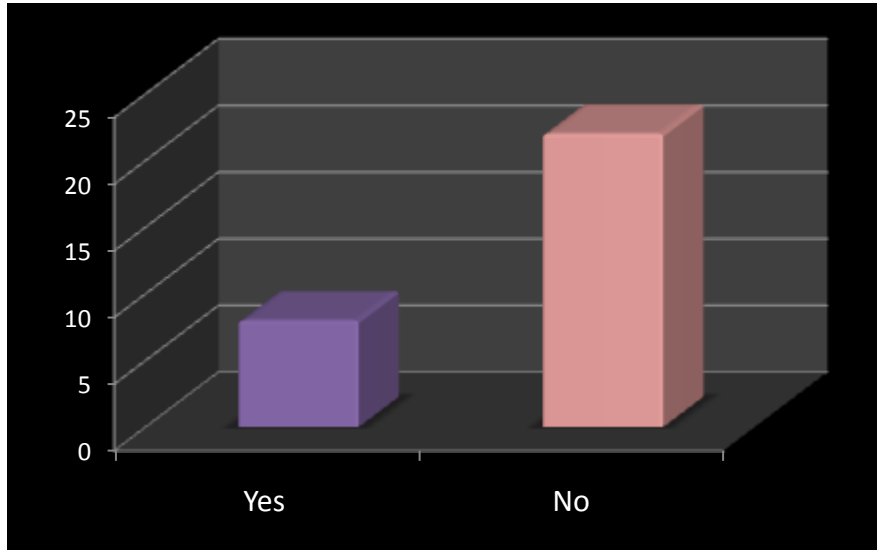


In El Salvador most of the Teachers' work schedules, are unique in that they often are tied to a traditional school year, when it is necessary working during weekends but getting all holidays off.

The survey shows 18 of 30 students and graduates from B.A in English, Emphasis on Teaching would prefer working as a teacher in a school for getting weekends and holidays off and just 12 of them are satisfied with their jobs as phone operators.

It is difficult for phone operators work on weekends instead of spending the time with family or friends. This is why they would prefer to get the weekends off. That means if a call center company offered weekends off to their employees, all of them would be satisfied working there.

8. Are you working in a call center because you could not get a job in a school to work as a teacher?

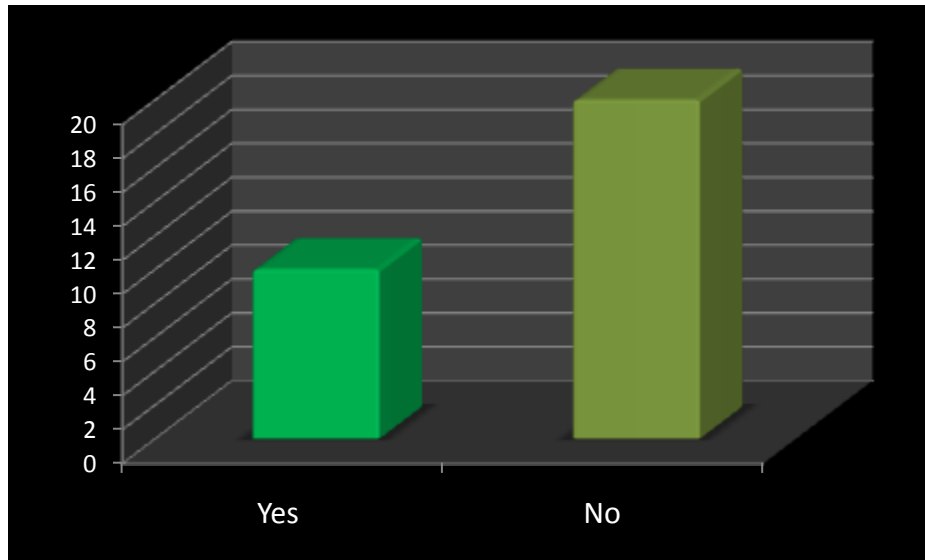


The requirements for working in a school as a teacher are good English knowledge, experience, and a salary scale, on the other hand there are just two main requirements for working in a call center as a phone operator, exceptional English Language and computer knowledge.

According to the surveys carried 8 of 30 students and graduates from B.A in English, are working in a call center because they could not get a job in a school to work as a teacher and just 22 disagree.

This result reflects it is difficult to get a job as a teacher, since 8 people were unable to get hire in a school .The problem is nowadays call centers have more popularity due to all the advertisements in newspapers, on internet, etc., advising they are hiring people and the only requirement is to speak English fluently, that is why the big majority never try to get a job in a school.

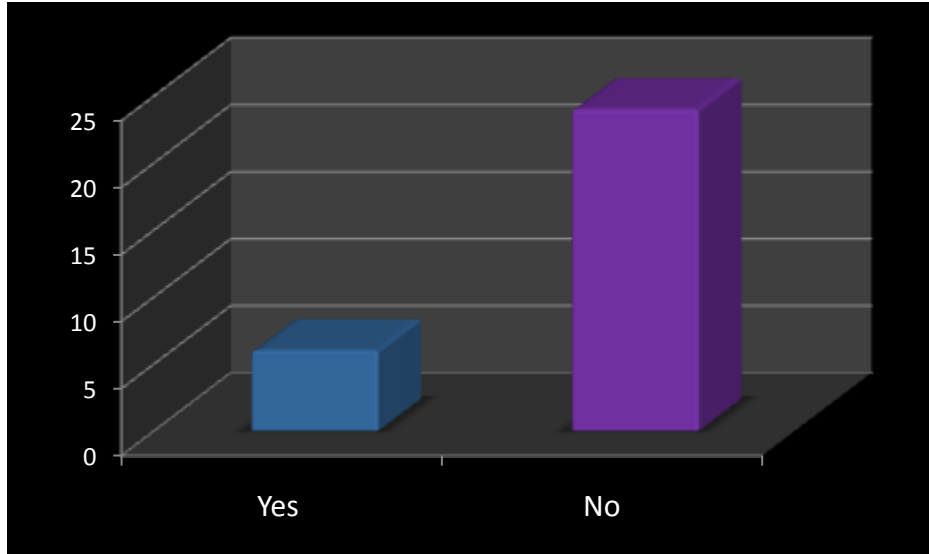
9. Do you want to make a career working in a call center?



According with the results 10 of 30 students and graduates from B.A in English Emphasis on Teaching would like to make a career as a phone operator and 20 of them would not like it.

Making a career means more responsibility in a specific area. As a team manager for example, they are in charge of 15 agents approximately to help them to accomplish all metrics by teams. Team managers earn more money about \$700.00 monthly but the level of stress is bigger. It is easier to be a phone operator and just handle with customers.

10. Is it enough for you one hour for lunch, two breaks of fifteen minutes and three extra minutes for going to the bathroom in a ten-hour shift?

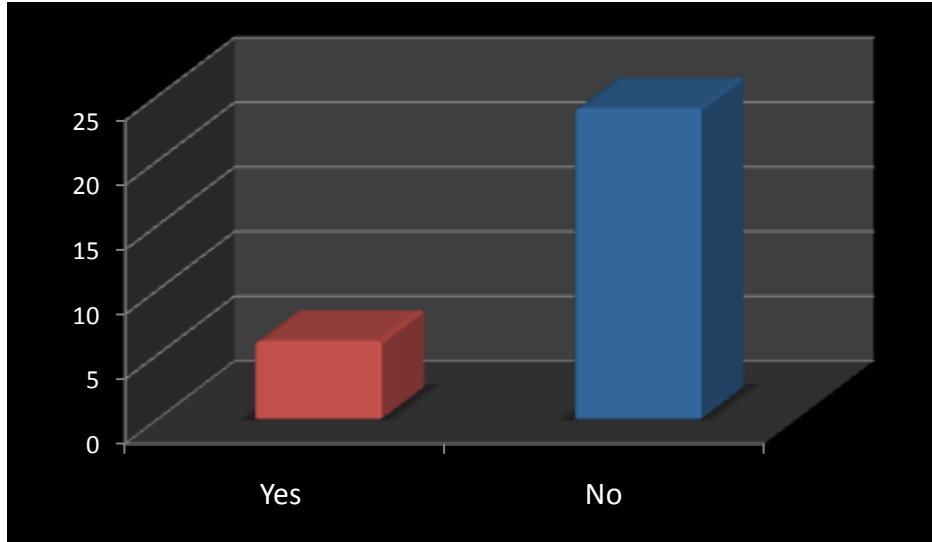


A lunch or other meal period is an approved period of time in a nonpay and nonwork status that interrupts a basic workday or a period of overtime work for the purpose of permitting employees to eat or engage in permitted personal activities.

According to the survey filled out by 30 students and graduates from B.A emphasis on Teaching, 24 are not comfortable with just one hour for lunch, two breaks of fifteen minutes each and just three minutes extra for going to the bathroom in a ten hours shift, only 6 state they agree.

The results imply agents are not satisfied with the schedule compliance.

11. Do you feel comfortable going to work on holidays like Christmas because you get double pay?

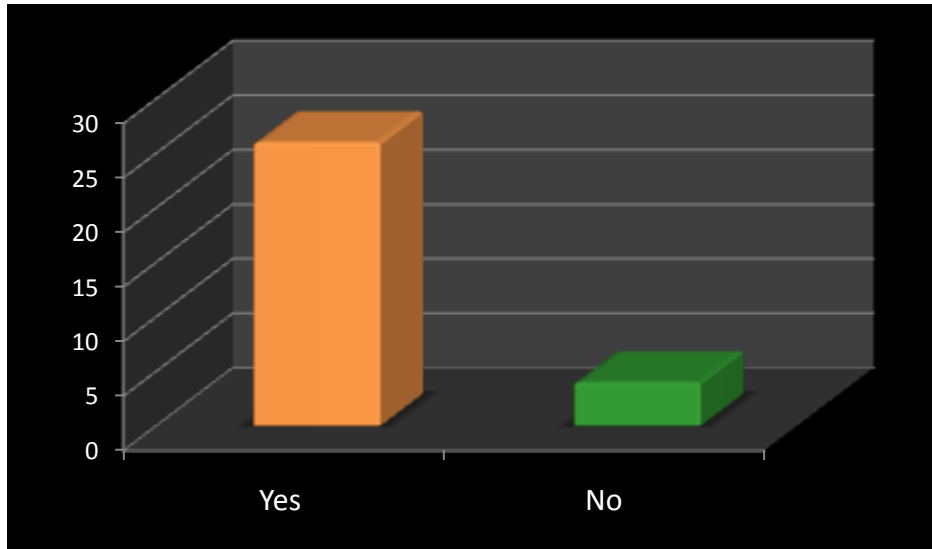


For each hour of holiday work, employees receive holiday premium pay. Holiday premium pay is equal to an employee's rate of basic pay. Employees who are required to work on a holiday receive their rate of basic pay, plus holiday premium pay, for each hour of holiday work.

The standard payment for a full time worker in a call center can vary from \$14.00 to \$20 dollars per day of work. That means if they go to work in a holiday, then, they can duplicate that amount. Even though most subjects, 24 of 30 students and graduates who work in a call center, would prefer to stay home instead of getting a double pay check, just 6 students and graduates agree.

It shows phone operators are not totally satisfied with their job. They would be grateful if they could take vacations on holidays instead of earning more money. It also implies that when the level of stress is high, it is more important for them to take a rest rather than earn the double.

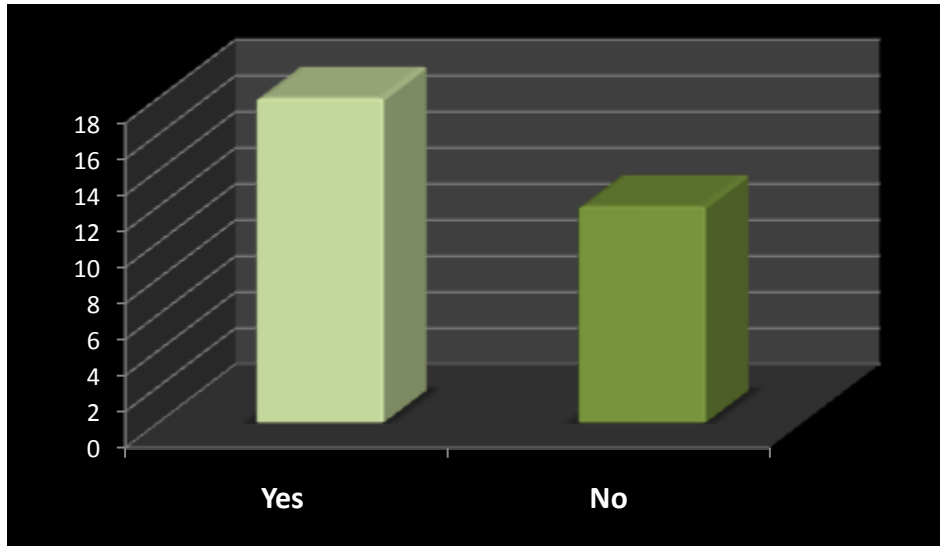
12. Do you feel stressed for spending almost ten hours in the same spot?



According to the survey 26 of 30 Students and graduates from B.A in English, Emphasis on Teaching who work in a call center feel stressed out by spending the whole shift of 10 hours standing in the same place, without access to go outside, just 4 of them think they can get used to it.

The results show phone operators get stressed for being in the same place for hours doing the same routine every day. It implies if they do not do something for getting relax they could get sick for the side effects it may involve, such as Heart Problems, Vulnerable Immune System, High Blood Pressure, Social Isolation, Addictions (Drugs, Alcohol, Cigarettes, Sex, Work, Exercise, etc.), Shorter Life Span, Eating Disorders (Anorexia, Bulimia, Compulsive Eating), Ulcers, Headaches, Upset Stomach, Insomnia among others.

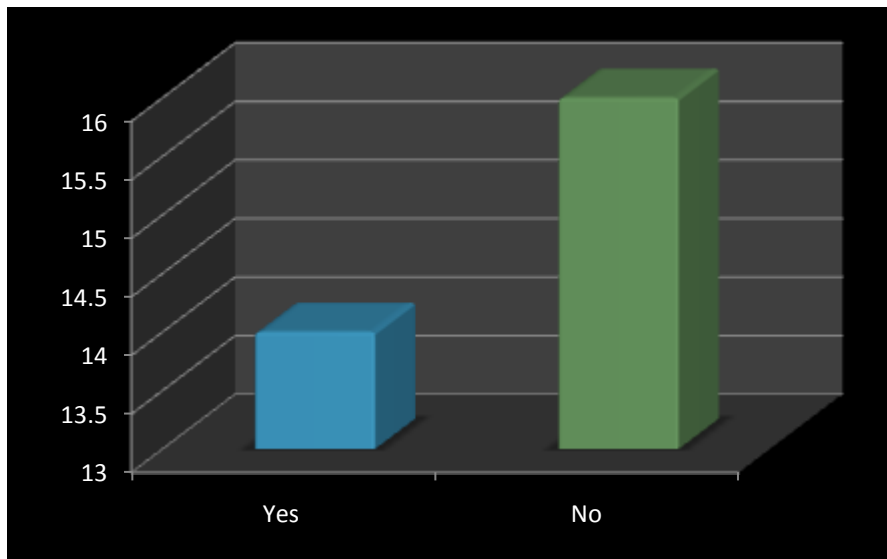
13. Would you change your job as a phone operator to work in a school as a teacher because you are pretty stressed out?



Although being a teacher requires a long study and experience, 18 to 30 students and graduates for B.A in English emphasis on Teaching would prefer change their job as phone operators to work as teachers because they feel stressed out, just 12 disagree.

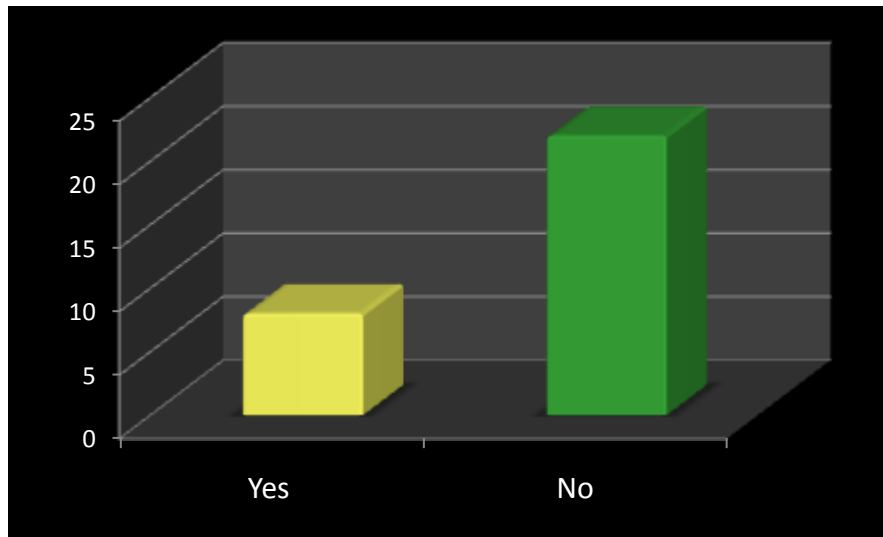
It implies students and graduates from B.A in English Emphasis on Teaching would like to develop themselves as a teacher, which is the field they have studied for, instead of making a career in a call center and getting more stress caused by working under pressure as a phone operator, or in a different position in the company.

14. Are you totally satisfied with your job working as a phone operator?



The survey shows 14 of a sample of 30 students and graduates from B.A in English Emphasis on Teaching are satisfied by developing themselves as phone operators and 16 of them are not satisfied. It implies students and graduates from B.A in English Emphasis on Teaching are accomplishing the company needs in a call center, and the rest of them would prefer to change the job.

15. Would you change your job as a phone operator for working as a teacher because it is easier to deal with troublemaking students rather than irate customers?



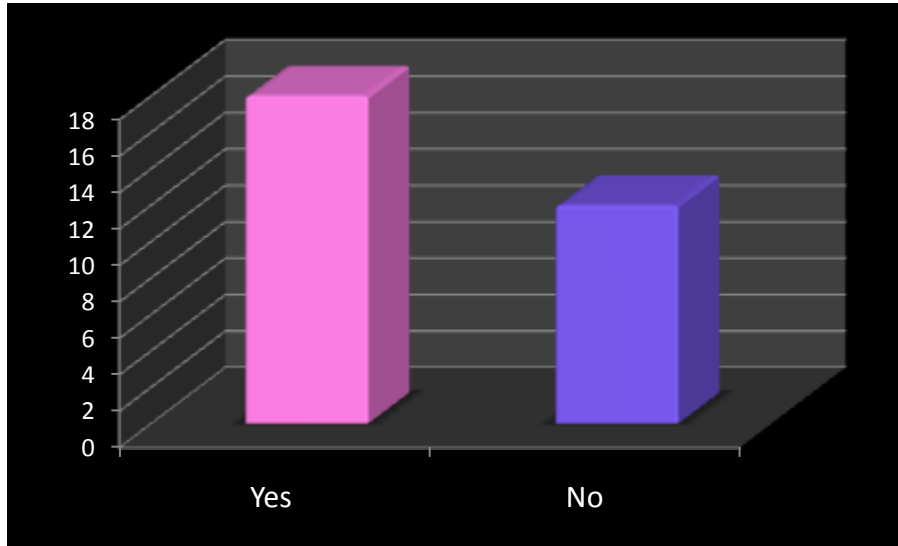
It is a teacher's responsibility to provide a classroom environment that is conducive to the learning of all students. Oftentimes, this is easier said than done. Every classroom has at least one student who is the constant focus of a teacher's attention, and usually not for the right reasons. This perpetual distraction is usually detrimental to the progress of other students, many of them who fall under a "classroom troublemaker" are lacking one major component to their character; discipline. As a teacher, it is important to understand that if discipline has not been acquired by a student after 13 years of parenting (or lack there of), it certainly isn't going to happen over recess. Teachers must accept instilling a sense of discipline in today's problem student should be a game of "give and take," rather than a power struggle. Teachers must demonstrate that they are willing to find compromise with troublemakers, while continuing to uphold the standards and expectations that have already been ingrained in their classroom.

On the other hand in call centers many times, during the course of a day, a phone operator has to deal with irate customers, agents from call centers need to learn how to deal with them and put into practice the technique "Pace and Lead". The first step is to match the complainant's emotional intensity. This is not agreeing with the person. This is simply responding with the same emotions that are being presented.

According with the survey 22 of 30 students and graduates from B.A in English Emphasis on Teaching states it is easier deal with an irate caller rather than troublemaking students, just 8 of them disagree and states the opposite.

The results reflect it is rather easy to learn how to deal with irate customers because there are procedures the company establishes so that an agent can resolve an issue and calm down an irate customer; however, teaching trouble-making students, it is not only necessary to speak English but also to have lots of qualities like the capability of handling a group of 30 students , patience, put into practice techniques to make a trouble-making student to be interested in learning English as a second language.

16. Do you prefer to work in a call center to avoid taking extra work home?

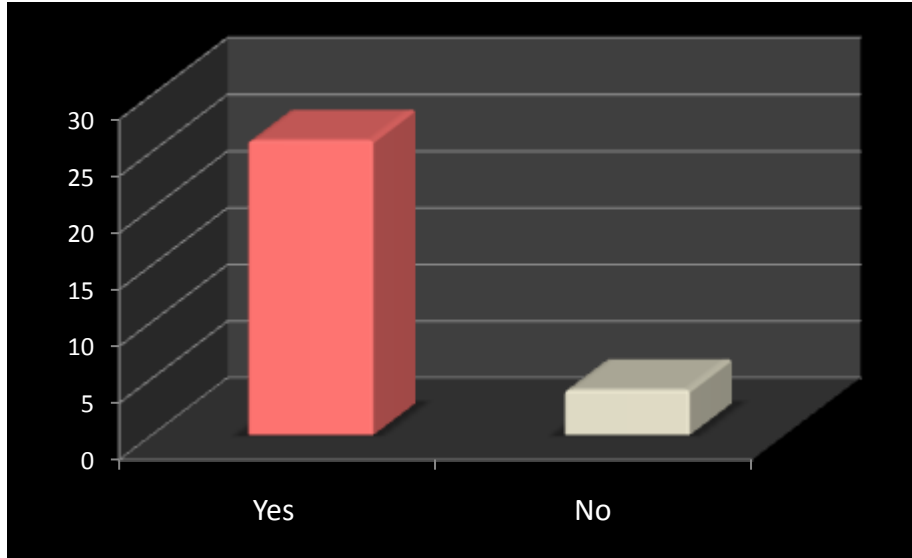


After finishing with the daily work at schools teachers have to take home extra work, like doing lesson plans, grade exams and papers, attend school meetings, lead extracurricular activities, and many times will have continuing education training classes.

The results show 18 of 30 students and graduates from B.A in English Emphasis on teaching who work in a call center disagree with taking home extra work and just 12 of them would prefer be a teacher and take work at home.

Extra work might take from 1 to 3 hours for a teacher to double check assessments or plan classes. It is the teacher's responsibility to help a student learn English. It depends on how well a class is planned. It is not surprise most students prefer to work in call centers.

17. Is it easier to be hired in a call center rather than in a school working as a teacher?



For being hired in a school to work as a teacher, besides having good English knowledge and previous experience, it is necessary to seek certification to teach. Certification is usually granted by the Ministry of Education. A five-year college bachelor in education will lead to certification upon graduation.

Call center hiring can be a time-consuming and challenging task. The goals with call center hiring are straightforward: reach qualified applicants, screen potential employees carefully, provide appropriate training, and retain the best employees

For being hired in a call center to work a phone operator, there are just two main requirements :

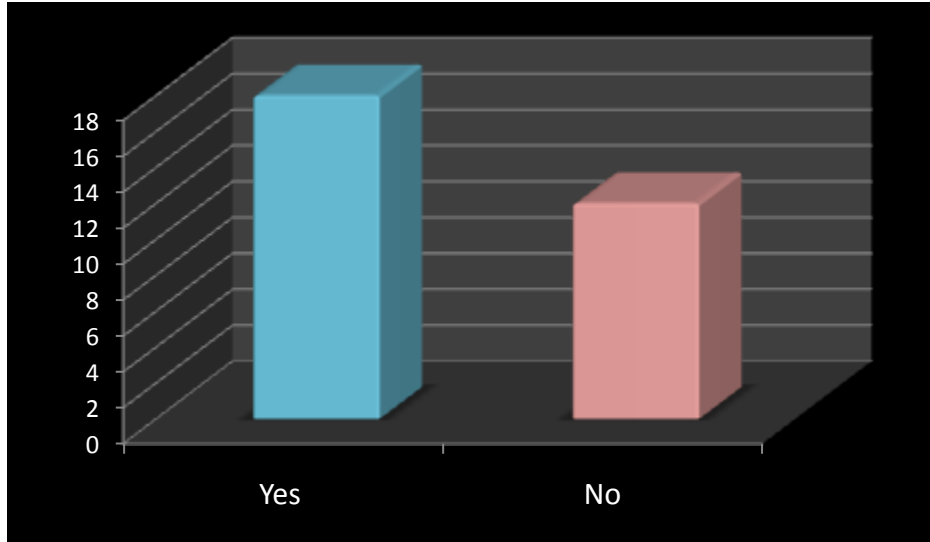
- *Exceptional English Language.
- *Computer knowledge.

According to the surveys carried it is easier to be hired in a call center than in a school as a teacher since 26 of 30 students and graduates from B.A in English emphasis on Teaching agree with it, just 4 of them think the opposite.

Call centers are popular places to work. These companies are in charge of looking for employees. Some of them make parties in discotheques to let people know they

are hiring people as well as huge newspapers advertisements, and lots of information on the streets showing they are hiring people, open houses in universities, etc., all the advertisements reflect the only requirement an applicant needs is to speak English. The majority of students need to get a job immediately. That is why they do prefer to get an easy and well paid job. If they look for a job as a teacher and if they are not certified or have previous experience as teacher, it is going to be more difficult to be hired.

18. Do the customers request talking to American agents or a supervisor because of your Latin accent?



U.S. consumers who are frustrated with dealing with overseas call center agents with thick accents and poor English language skills, request talking to a supervisor of with U.S.A citizen when recognized a phone operator is not a native English speaker.

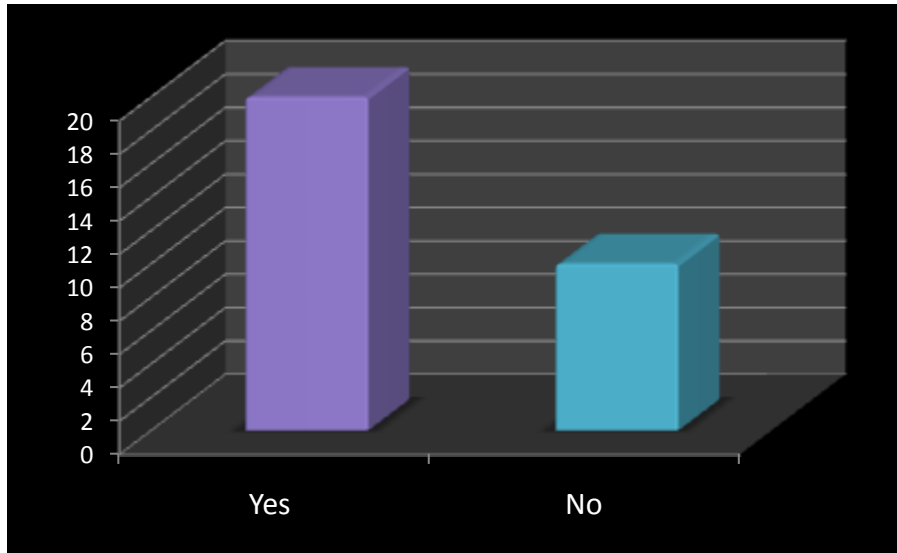
Customers prefer talking to people who “talk in the same way as they do”, meaning people who converse with the same pace and facility. Customers find it more comfortable to talk to someone they perceive to be from the U.S. rather than someone who’s halfway across the globe. They somehow feel that people, who happen to speak like them, understand them and must be able to solve their problems. Talking to someone with an unfamiliar accent makes them feel frustrated.

The survey shows 18 of 30 students and graduates from B.A in English emphasis on Teaching who work in call centers have been escalated to a supervisor because of the Latin accent and just 12 of them never have been escalated to a supervisor because of their accent.

It is difficult to get the accent of a language it is learned in a different country. Native speakers can recognize immediately when a person is not a native English speaker. If

an agent can understand the needs of a customer, they simply thank for the service, but if the customer is calling frustrated with a big problem and gets an agent with a different accent, they might think they won't even understand the issue and immediately can request to talk to a North American supervisor. Agents can get used to deal with racist customers and a call can last just a couple of minutes. This is not a reason agents feel frustrated or stressed out.

19. Is it difficult to deal with difficult and racist customers?

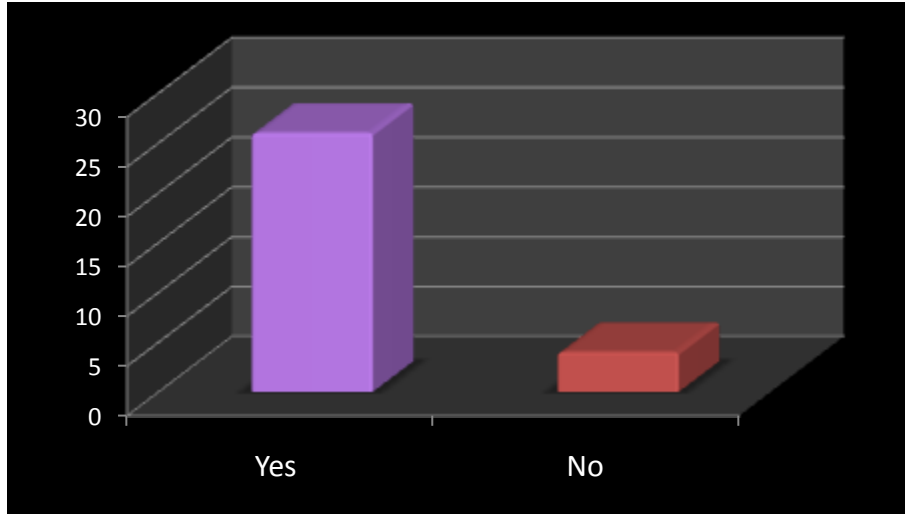


Racist attitudes, or prejudice, are held by a substantial portion of the U.S. population. Discrimination against African Americans, Latin Americans, and Muslims is widely acknowledged. Members of every American ethnic group have perceived racism in their dealings with other groups. Some phone operators agent may have lack of confidence or may have been humiliated by some insensitive persons who make demeaning remarks about the way they sound.

According to the survey carried out 20 of 30 students and graduates of B.A in English Emphasis on Teaching state it is not easy to deal with difficult and racist customer, just of them disagree.

Call Centers provide trainings that show agents how to deal with racist customers, applying methods such as patience, and let customers talk with no interruption, always be kind and polite, never get angry, even if they feel it. If a customer starts using abusive language an agent has the authority to let them know they will release the call because of his/her abusive language. Although all the agents do the training about how handle racist and difficult customers, the majority of agents feel a big stress due to long and difficult calls they have to handle all day in a ten hours' shift, so when they get a difficult and racist customer they just forget all the steps to calm down a customer and sometimes agents argue with them. This is why agents get frustrated and would prefer to change their job for working as teachers to avoid this inconvenience.

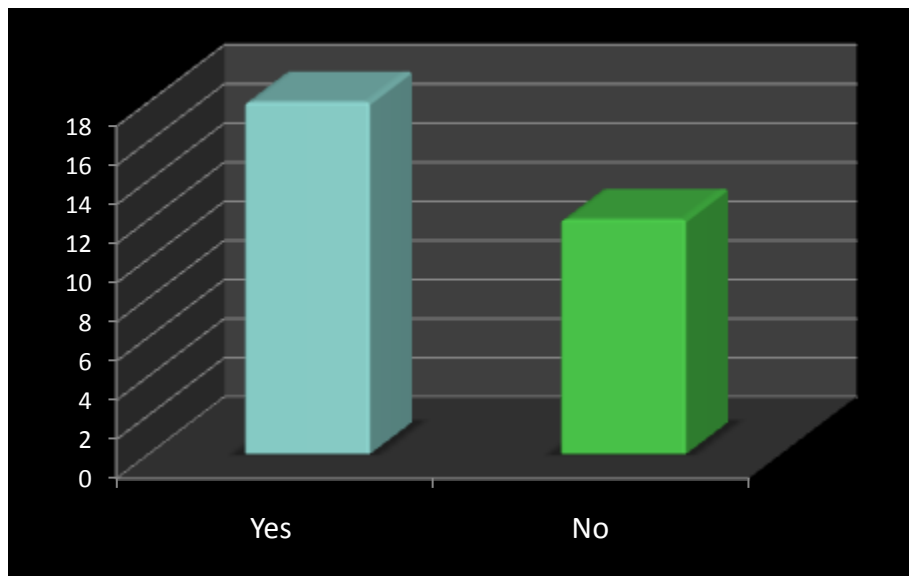
20. Is it difficult to understand people with accents like Chinese, Indian or from Jamaica?



The United States has always been a nation of immigrants and with the global economy, phone operators who work in call centers deal with more non-native speakers of English than ever before. These call centers received calls of people from around the world and it is valuable to make the calls work. Phone operators need not only good communication skills but also mutual respect, and the big majority of 26 the students and graduates from B.A in English Emphasis on Teaching surveyed affirm it is pretty difficult to understand people with a different accent. But anyway they have to make the calls work , just 4 of them disagree.

Since The United States has lots of immigrants from around the world, a call center will always receive calls from people with difficult accents like Indian or Chinese. It is difficult to deal with them because they get frustrated when an agent cannot understand their needs and the majority of these customers start yelling at agents, or start using abusive language. This factor increases the level of stress in an agent because he/she can spend twenty minutes in a call without getting a resolution. That means it is going to affect in his/her metrics.

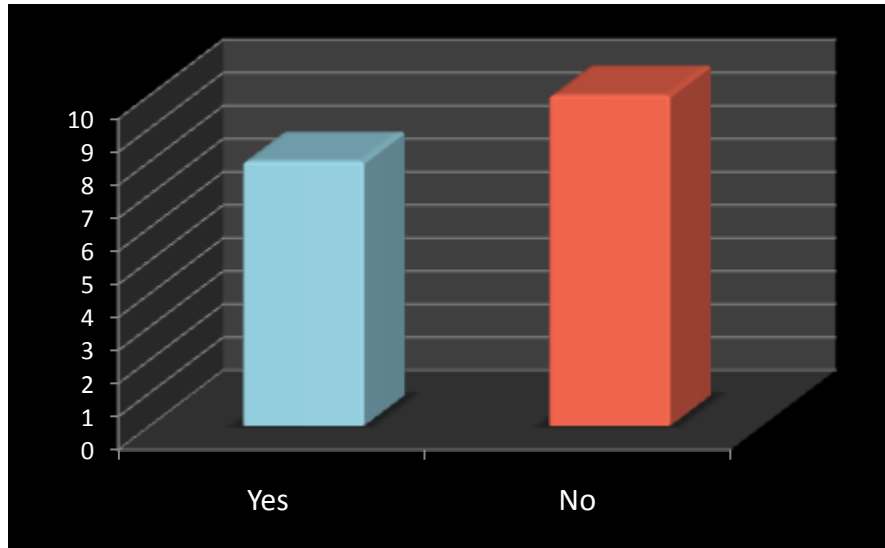
21. Do you work in a call center to improve your English skills?



There are some ways that when practiced consistently, will improve the English skills immensely, like to buy a dictionary, purchase a grammar book, learn how to correctly order the words in a sentence, but one of the most important is to deal with people who only speak English. Call center employees whose native language is not English must learn to effectively comprehend the language. Instructional software and speech language pathologists help language users to listen actively and communicate clearly with customers halfway around the world. Grammar, usage, intonation, accent and business vocabulary are important elements in the learning process, as a result 18 of 30 students and graduates from B.A in English emphasis on Teaching state they are working in a call center because they want to improve their English skills and 12 of them are working there for other reasons. The majority of students and graduates agree that if they talk everyday with a native English Speaker, they definitely improve their English Skills.

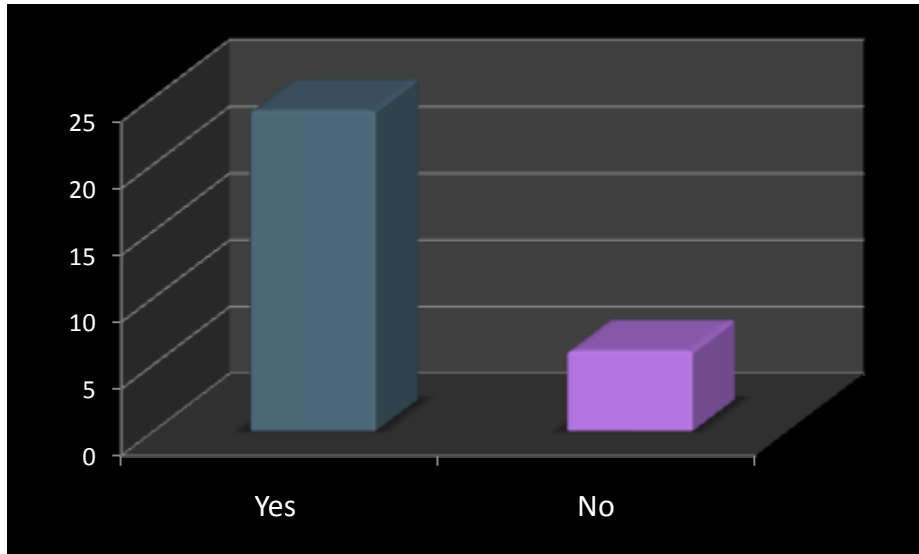
If your answer was yes

22. After you improve your English skills by working as a phone operator, would you look for a job in a school to work as a teacher?



As many as 18 students and graduates from B.A in English emphasis on Teaching agreed they are working in a call center for improving English skills but just 8 of them will look for a job in a school as a teacher after they improve their English skills.

23. Do the customers from the company use abusive language with you when they get irate?

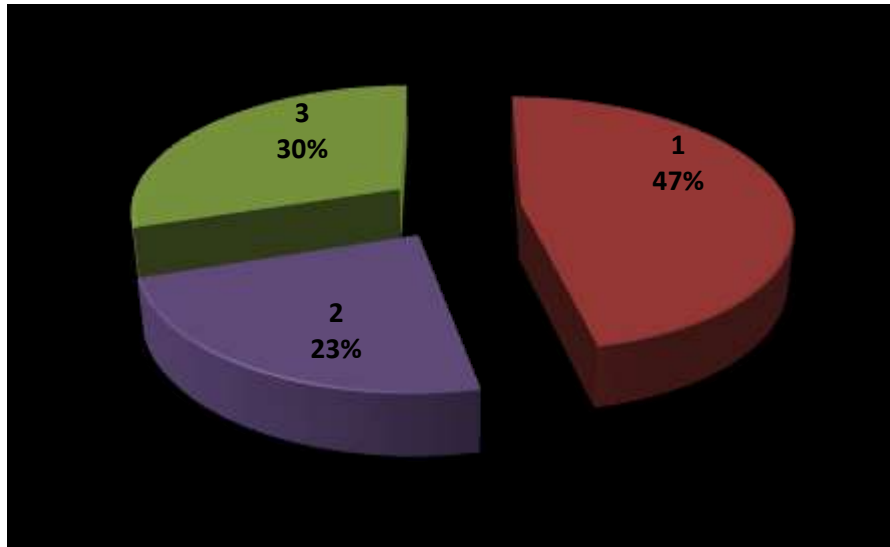


Some customers go more than angry and become abusive. They might start the call in an abusive mood, or might escalate to abusive from mere anger. Sometimes if phone operators don't tell them what they want to hear, they become abusive. They start to verbally threaten, using foul language, and emotionally out of control. When phone operators have used their best skills at defusing the angry customer and the customer is still out of control, or if the customer begins the conversation in an abusive manner, it's time to utilize some advanced strategies for managing the customer's behavior. It's also time to protect themselves. It's more likely the customer will become abusive with telephone help desk agents, as the contact is more anonymous.

It is very often customers use abusive language with phone operators, since 24 of 30 students and graduates from B.A in English emphasis on Teaching have received calls from irate callers who use abusive language with them.

An agent receives a call from an irate caller, because they get angry easily when they do not get what they wanted and start using abusive language with agents. But agents have the authority to release a call when a customer gets abusive, when an agent has the experience of working in a call center, she/he perfectly knows how to deal with people like this. It is a matter of experience to learn how to deal with this type of people, but as long as they do not have experience the level of stress can increase and affect their health.

24. What are other advantages of working in a call center as a phone operator?



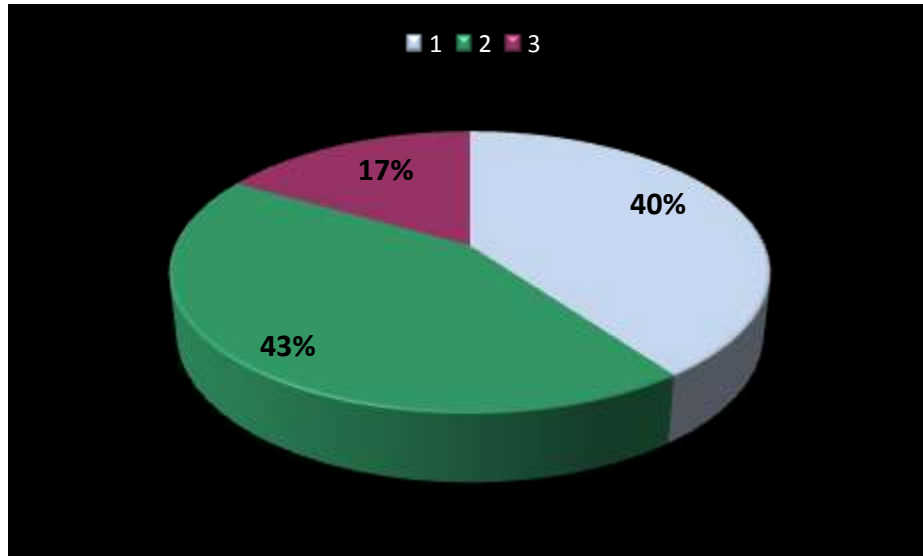
Growing opportunities	14
Team work development	7
Improving computer skills	9

Students and graduates from B.A in English Emphasis on Teaching mentioned some extra advantages of working in a call center, 14 of 30 students state there are growing opportunities in a call center like to become a team manager earning \$700.00 monthly, or working as a quality agent earning \$600.00 monthly. The survey shows 7 of 30 students and graduates state an advantage to work in a call center is the team work development. In a floor production all of the agents are separated by teams, each team needs to reach the targets for all the metrics as a team, so they can get goodies like pizza parties.

On the other hand 9 of 30 students and graduates state one of the advantage is improving computer skills since they have learned how to use internet and how to use software programs depending on the account they are working with.

Students and graduates consider that some of the advantages that motivate them to work in a call center is the salary, and how easy they can be hired in a call center. If they could get a job as a teacher they cannot get the same advantages like team work development, as well to improve computer skills.

25. What are other disadvantages of working in a call center as a phone operator?



No labor stability	12
Too long shifts	13
Routine	5

Students and graduates from B.A in English Emphasis on Teaching provided with some extra disadvantages of working in a call center, the survey shows 12 of 30 students advised there is no labor stability working in a call center. If they are not getting the targets in the metrics they can get dismissed, and 13 of 30 students state another disadvantage is to work 10 hours in the same spot. In contrast 5 of 30 students state a disadvantage of working in a call center is the routine.

It implies phone operators are always working under pressure getting stressed out for working long periods of time in the same place trying to reach the metrics; otherwise, they can get fired.

Conclusion

Many Foreign companies are coming to El Salvador to invest their money and hire bilingual people offering attractive salaries, besides the law benefits. Because of this people are getting more interested in learning English as a second language to apply for jobs where they can get more money and have better job opportunities. Those and more reasons make learning English a necessity and contribute to the demand of English Teachers in Schools, Universities and English Academies.

The results of the survey carried out to Students and Graduates from B.A in English, Emphasis on Teaching show there are a lot of opportunities for working as teachers for example there is a new program MINED is performing in public and private schools, COMPITE, this program is having a big demand for English Teachers, and consists in giving free English Classes to Students from high school.

According to the surveys, Teaching is not an easy job because involves investment of free time checking or preparing materials at home; and the salaries are low in public and in some private schools. Besides that teachers have to deal with different problems in the classroom like management in large classes, control over trouble-making students, deal not only with students but with their parents, etc. Teachers for being hired in schools need to have a salary scale and in some places previous experience. Spite of the details just mentioned, according to the research, Students and Graduates from B.A in English Emphasis on Teaching, currently working as teachers do not take into consideration work in a call center, because as teachers they have weekends off, all the vacations given by the government as well other benefits.

On the other hand there were carried out surveys to the Students and Graduates from B.A in English Emphasis on Teaching currently working in call centers as phone operators. Even though there is a big demand for these working places, telephone operators are not totally satisfied working there and are not interested in making a career in a call center, according to the results there is a high level of stress produced by spending almost ten hours working in the same spot, they do not feel comfortable working on holidays and are not used to work on weekends, moreover they state feel frustrated when they can not understand a request from a North American customer or when they are discriminated because of their Latin accent.

In addition the results show phone operators need to accomplish metrics like handle time (length of a call), schedule compliance (take lunch and breaks on time), holding time (time a customer is on hold) and quality (follow the policy from the company and to have good customer service skills), which are difficult to achieve. If agents do not accomplish them, they might get fired. That reflects there is no labor stability working in a call center. The main reason people still working in call center is because due to the experience they get, becomes easier handling with them, they know what to do, and they won't have the big responsibility to lead students and help them out to speak a foreign language, if they work as teachers, moreover they will avoid taking home extra work, like to plan classes of double check and prepare exams.

As a result it is important to mention there are only four main reasons make lots of students and graduates from B.A in English, Emphasis on Teaching work in call centers rather than working as teachers, those are the schedule flexibility, good salary, good environment and the most important one, it is easier to be hired in a call center rather than in a school working as a teacher. In a call center the only requirement a person needs is to speak English fluently.

RECOMMENDATIONS

- Include in the Academic Catalogue from the University a clear explanation about the purpose of the career and the field work.
- To give talks to aspirants of the career of B.A in English Emphasis on Teaching about the responsibilities a teacher has, field work and salary expected.
- To apply a test that help to give orientation of the career aspirants should study according to their profile.
- Make mandatory to the students of B.A in English, Emphasis on Teaching, to perform their social project giving English classes in public schools. In this way students will feel confident and will gain experience as teachers.

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