

ABSTRACT

The literature review presents a discussion of the various aspects within organisational climate as it relates to a call centre environment. It also examines past research on the notions of job satisfaction, life satisfaction and self-esteem pertaining to call centre agents. The literature review places particular emphasis on the affect organisational climate has on call centre agents.

The present research takes the form of a quantitative, non-experimental, cross-sectional, ex-post facto design, on a sample of two-hundred and nineteen (N=219) call centre agents from four South African call centres. The Job Content Questionnaire was used to measure the organisational climate (Karasek, 1985), Taylor and Bowers (1972) General Satisfaction scale measured call centre agent's job satisfaction, the Satisfaction with Life Scale (SWLS) assessed the global cognitive beliefs of call centre agent's life (Pavot and Diener, 1993), and Rosenberg's (1989) Self-Esteem Scale was used to measure call centre agent's self-esteem.

Descriptive statistics and correlations were used to analyse the data and answer the research questions. Results from the analytical procedures suggested that call centre agents were given more decision latitude, there was a perception of general social support within the organisation, work roles were clearly defined and self-esteem was not significantly associated to the work environment. Thus, implying that the organisational climate of call centres may not be as bleak as past literature has suggested.