Global Scientific JOURNALS

A study to assess the effectiveness of self instructional module on knowledge regarding stress management among call center employees working in a selected call centers at Bangalore.

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Abstract:

Aim: To make awareness about stress management and to prevent the stress in call center workers.

Objective: To assess the knowledge regarding stress management among call center employees.

Research design: A Quasi experimental design with one group pre and post test without control group design and quantitative approach. Participants: 60 Call center employees working at Hinduja global solutions,(2nd shift) Bangalore. **Methods:** The sampling technique adopted by the investigator for this study was purposive sampling technique which comes under the non probability sampling technique **setting**: Bommanahalli, Bangalore. **Findings:** Mostly it reveals that 66.7% had average knowledge, 20% had poor knowledge and 13.3%% had very poor knowledge but after implementation of self instructional module during post test highest 43.3% of them had good knowledge, 40% of them had very good knowledge and remaining 16.7% of them have average knowledge.

Conclusion: self instructional module on stress management implemented by the investigator among employees working in Hinduja global solution call center, Bangalore has a very good effective stress management

Keywords: Stress management among call center employees.

INTRODUCTION

"Knowledge is like a garden; if it is not cultivated it cannot be harvested"

"Stress is not what happens to us.
It's our response to what happens. And the
RESPONSE is something
We can choose"

- Maureen killoran

Stress is the part of every landscape of organizations. An individual's ability to positively confront stressors encourages him to be successful in minimizing or averting related stress reactions.

Personality traits influence the stress equation because what may be overtaxing to one person may be exhilarant to another. Stress is the effects produced by an interaction between an individual and the environment and is caused by stresses intrinsic to the job, role based stress, relationships with others, career development and changes.

"Stress is an ignorant state. It believes that everything is an emergency"

- Natalia golbberg

Stress is a mental and physiological condition caused by a work overload. It is described as a stat of depletion of a person's resources and energy result in apathetic and impassive behavior towards others, having dysfunctional repercussions on the individual and adverse effects on organizations.

The states that Burn out Stress Syndrome (BOSS) affects young people in the computer field. It occurs due to increased depression which affects the well being of the individual. BOSS generally affects those working in call centers and on continuous night shifts. As these employees have to sit continuously for eight hours, they get back pain which is the primary symptom of BOSS. The basic reasons by which employees getting stress in their routine life is

non-stop mobile calling, duty to make interaction with customer and complete the target within the time, threat of intensity; make the employees stressful and depressed.

Stress management refers to a wide spectrum of techniques and psychotherapies aimed at controlling a person's levels of stress, especially chronic stress, usually for the purpose of improving everyday functioning. The term 'stress' refers only to a stress with significant negative consequences, or distress in the terminology advocated by Hans Selye, rather than what he calls eustress, a stress whose consequences are helpful or otherwise positive.

Stress produces numerous symptoms which vary according to persons, situations, and severity. These can include physical health decline as well as depression. According to the St. Louis Psychologists and Counseling Information and Referral, the process of stress management is one of the keys to a happy and successful life in modern society. Although life provides numerous demands that can prove difficult to handle, stress management provides a number of ways to manage anxiety and maintain overall well-being.

STATEMENT OF THE PROBLEM:

A STUDY TO ASSESS THE EFFECTIVENESS OF SELF INSTRUCTIONAL MODULE ON KNOWLEDGE REGARDING STRESS MANAGEMENT AMONG CALL CENTER EMPLOYEES WORKING IN A SELECTED CALL CENTERS AT BANGALORE.

OBJECTIVES OF THE STUDY:

1. To assess the knowledge regarding stress management among call center employees.
2. To implement self instructional module on knowledge of stress management among employees in call center.
3. To assess the effectiveness of self instructional module on knowledge of stress management among employees in call center.
4. To find out the association between pre test knowledge score and selected demographic variables among employees working in a selected call centers at Bangalore

HYPOTHESES:

RH$_1$: There will be significant difference between the mean pre-test and post-test knowledge scores.

RH$_2$: There will be significant association between pre-test knowledge scores with selected demographic variables.

Socio-demographic characteristics of the sample

Findings revealed that the highest(38.4%) belongs to the age group of 31-35 yrs, (58%) of them were male, (45%) of the employees were graduate , (71.3%) were married, (62%) belongs to joint family and (50%) were getting Rs.10001 – 20000/- per month.

Objective -i : To assess the knowledge regarding stress management among call centre employees

The result shows that 66.7% of them had average knowledge, 20% of the employees had poor knowledge and 13.3% of them had very poor knowledge. Hence investigator plan to improve the knowledge by using the self instructional module

Objective -ii: To implement SIM on knowledge of stress management among employees in call centre

The result shows that highest 43.3% of them had good knowledge, 40% of the employees had very good knowledge and 16.7 % of them had average knowledge regarding stress management

Objective -iii: To assess the effectiveness of SIM on knowledge of stress management among employees in call centre

Comparison of knowledge level of pre and post test scores regarding stress management among center employees shows that during pre test 13.3% had very poor knowledge, 20% had poor knowledge whereas, 66.7% of them had average knowledge. Further, during post test 43.3% had good knowledge, 40% of them had very good knowledge whereas, 16.7% had average knowledge.

Hence, it can be interpreted that SIM was effective as the level of knowledge of the center employees had increased

Objective iv : To find out the association between pre test knowledge score and selected demographic variables among employees working in a selected call centers at Bangalore.

The result shows that highly significant difference was found (30.51) at 0.001 level of significant between pre and post test stress score. Hence, stated research hypotheses was accepted (i.e. there is statistically significant difference between pre and post test stress scores of call center employees). Thus the difference observed in the mean knowledge score value in pre test and post test were true difference not by chance.

Chi-square values calculated to find out the association between the post test stress scores and the demographic variables of the call center employees reveals that there was no significant association between stress scores of the employees in the post test when compared to their age, sex, educational status, marital status, type of family, family income.

Hence it can be interpreted that the difference in mean score related to demographic variables were only chance not true, and research hypotheses was rejected for selected demographic variables age, sex, educational status, marital status, type of family, family income.

Summary

This chapter deals with the analysis of findings of the data collected from 60 call centre employees in selected call centre at Bangalore. The data gathered were summarized in the master sheet both descriptive and inferential statistics were used for analysis. The findings were based on their demographic variables, conclusion, and recommendations for future.