

COMMUNICATION STYLES OF CALL CENTER AGENTS WITH THEIR CLIENTS AND THEIR
OWN FAMILIES

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Abstract

The research sought to determine the communication styles of call center agents with their clients and Filipino families. There are three main communication styles- passive, aggressive, passive-aggressive, and assertive. This study used survey questionnaires answered by call center agents and to support that, an interview was conducted with three individuals from three different departments in 24/7 Customer Philippines Company. Results showed that the communication styles were consistent both in communicating with their client and their Filipino families. Future researchers should further analyze the communication styles of the call center agents to their clients and Filipino Family.

Key words: Communication styles, call center agents, Filipino family, clients, 24/7 Customer Philippines

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