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**INSTITUTIONAL DYNAMIC OF THE CALL CENTER INDUSTRY IN
DENMARK AND FRANCE: MICRO AND MESO SPECIFICITIES
VERSUS NATIONAL EMPLOYMENT MODEL**

The call centre development is substantially increasing in France and Denmark as well as in the most part of industrialised countries. Currently it can be said that the sector is under construction since its institutional basement is not really developed and is subject to many discussions between the main actors.

The aim of this paper is to compare the dynamics of development in French and Danish call centers industry. This proposition should be included in the third theme: “sectoral changes and their interaction with national models of employment”. In the case of call centers, we observe an emerging industry, with comparable economic and technological features. Differences are essentially due to differences in institutional frameworks.

This paper will be based on a part of the first results obtained in the research on low wage initiated by the Russell Rage foundation. More precisely we will use the results from sectoral survey and from the first case studies.

At the moment, we have noted a lot of similar features between both countries, for example:

- In the two countries, call centre employees have some quite particular features. They are rather young and are often beginners. The majority of employees are women.

- The call centre industry is a very heterogeneous sector. The majority of the call centre units are integrated departments of companies. They cover a wide range of sectors (insurance, banking, telecommunications, trade and transports...). The remaining call centres are independent units. The independent call centres are quite different from the integrated centres as far as the employment relations are concerned (lower wages, less training, more temporary employment, ...).

Despite of the apparent similarities, we will investigate the differences in the institutional dynamics. For instance, in France, the call centre sector is characterized by a complex institutional framework that has been built slowly since the beginning of the 90's. The complexity is mainly due to the bargaining process that is in force in France and owing to the various configurations of call centres. On the contrary, the Danish industrial relations seem to be characterized by a relatively weak institutional framework, except for the financial sector. There are no special organisations dedicated to the call centre industry. In general, the employers of inbound call centres are organised in the employers' associations

related to the vertical market that the call centre services. In France, there is an employers association dedicated to the call sector activity, for all the sub sectors concerned.

Other differences exists as well (possibilities of off-shoring, door-sales law, initial educational level, working hour regulation,...). Our goal is to describe and to analyse these differences, in order to distinguish what is due to national institutional dynamics and what is due to the specific micro and meso dynamic of this emerging industry.