

I write in response to the article "The pope, human rights and call centres" (Paul Schneidereit, March 23). This piece offered a point of view quite different from what we normally read in the media about call centres and their employees.

Our association represents the contact centre industry in the province. Too often, contact centre employees feel as if their work and contribution is unappreciated by the public and the media alike. We strive to provide quality workplaces, competitive wages and benefits, and ongoing recognition of achievement.

Many of our businesses moved on from the traditional "call centre" or "telemarketing" work years ago. We are now highly complex centres that concentrate on sales, customer service and technical support. Some contact centre professionals still deal with irate customers, and this is what makes the job challenging at times. It is a shame that most people never hear the other side of the work, but are always quick to judge the industry.

Is a job in a contact centre for everyone? Maybe not. But for close to 19,000 people in the province, it is paying the mortgage and putting food on the table. Something to think about.

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