

**Impact of burnout syndrome
on the customer's experience
on telephone interaction:
Customer orientation of
service employees and
rapport from the frontline
teleoperator within a call
centre.**

Marco Colin
**Popular Autonomous University
of the State of Puebla**
Marco.kollin@hotmail.com
Marcomouses.colin@upaep.edu.mx

Abstract

The customer's experience has been the primary axle to many researchers, scholars and practitioners who have centered several efforts on taking care of the customers' experiences. Apropos, the firms concerned about offering the best possible experience to their customers and consumers have little reviewed the stress impact on the employees. However, although limited is the possibility of getting a global view of what happens when combining theory and corporate practices, this presentation delves into the Burnout Syndrome impact has on customer's experience during a phone interaction. Throughout an empirical estimation model supported by the partial least squares SEM method, customer representatives were evaluated to expose the burnout pathologies' effects on the constructs of customer orientation of service employees and the customer's experience during a telephone call and the rapport. Based on context observance and the literature suggestions, the preliminary outcomes brought to the light that burnout syndrome hurts the customer's telephone interaction.

Keywords

Burnout, Customer experience, COSE, Call Centre, Rapport