PERCEIVED STRESS AND COPING STRATEGIES AMONG DAY-SHIFT OUTBOUND CALL CENTER AGENTS: A STUDY IN A PHILIPPINE BUSINESS PROCESS OUTSOURCING COMPANY

Rosel O. Cipriano (1), John Paul P. Arepentido (2), Patricia May I. Castillo (3), Andrea Cate D. Imperio (4) and Ricalyn G. Sumandi (5)

rocipriano@earist.edu.ph

Euologio “Amang” Rodriguez Institute of Science and Technology

Work-related stress remains an important organizational concern, particularly in the business process outsourcing (BPO) industry, where employees must navigate demanding work responsibilities and occupational pressures. Understanding how employees perceive stress and employ coping strategies is essential to promoting psychological well-being and developing responsive workplace wellness initiatives. This study examined perceived stress and coping strategies among day-shift outbound call center agents at Teleperformance, Travel Department, Rockwell, Philippines. Specifically, it investigated the respondents' perceived stress levels, coping strategies, differences in coping patterns across demographic characteristics, and the relationship between perceived stress and coping strategies. Employing a quantitative descriptive-correlational research design, the study involved 60 outbound call center agents, representing the department's entire target population. Data were collected using the Perceived Stress Scale (PSS) and the Ways of Coping Questionnaire (WOCQ). Descriptive statistics, independent-samples t-test, analysis of variance (ANOVA), and Pearson product-moment correlation were utilized to analyze the data. Results indicated that respondents experienced perceived stress at a moderate frequency ($M = 2.18$), interpreted as "sometimes." Escape-avoidance emerged as the most frequently employed coping strategy ($M = 3.00$), followed by self-controlling ($M = 2.41$). No significant differences in perceived stress were observed across demographic characteristics. However, coping strategies differed significantly by length of service ($p = .001$). Furthermore, perceived stress demonstrated significant positive associations with escape-avoidance ($r = .25$, $p = .038$) and self-controlling ($r = .24$, $p = .043$). The findings underscore the importance of understanding employees' coping patterns alongside their perceived stress. They highlight the potential value of targeted workplace wellness initiatives, adaptive coping interventions, and sustained organizational support in promoting employee well-being within the BPO sector.

Keywords: Perceived stress, coping strategies, outbound call center agents, length of service, workplace wellness, business process outsourcing.