

THE EMPLOYMENT OPPORTUNITIES OF DISABLED PEOPLE AT CALL CENTERS: SOME CASES FROM TURKEY

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Abstract

The issue of employment is very important subject for countries where the rates of unemployment is high in the world. While the issue of unemployment is seen a major subject in some countries, other countries see it more minor. However, every country, including developed, faces with unemployment depending on their development level. The lack of skills and knowledge, matching problems and legal and regulatory issues in labor markets may cause and increase the unemployment rates of countries. In addition, there are different groups in unemployed people who are socially and economically excluded such as youths, old people, women, uneducated and disabled people. Especially, these excluded groups are benefited of the emergence of information and communication technologies. In this sense, the last decade, disabled people had many employment opportunities by using information and communication technologies either at workplace or at home.

In this mean, call centers offer new opportunities for disabled people in terms of workplace environment. When it is investigated the data related to call centers in Turkey and the world, it is seen that call centers have a potential on employment and a high turnover rate. Call centers are popular businesses and day by day they are becoming an important employment sources for the disabled people who can reach that kind of jobs and adopt easily with their disabilities. Also, because call centers don't require high level qualifications, they make disabled people, who can't reach education opportunities, more socially included. Technological developments make the call center businesses more adaptive towards flexible working models and implement these technologies into their work processes. With the new emerging technologies (information and communication technologies), call centers can use either offices or homes as their work places. Thus, disabled people, who can't go to work places from home, can work at their homes and take part in working life by using information and communication technologies and the internet. Of course, there are some risks when disabled people work at home, they may become excluded from social life and environment. Also, when disabled people work at home they will feel more relax, but they can't be integrated into social life and be excluded from the society. In order to include disabled people into society, call centers businesses should establish their offices rather than giving jobs to the homes. With this sense, call center projects are developed so as to provide employment opportunities for disabled people in the world and Turkey. The common point of these call centers projects is to include disabled people into working life in short term by giving them necessary training. However, legal and social responsibilities are going to be completed for companies by giving disabled people working opportunities.

With this study, employment opportunities are provided by information technologies were examined for disabled at call centers in the world and Turkey. In the first part of the paper, the definition of disabled people, their inclusion and employment opportunities are studied. In the second part, the definition of call centers, their working processes and if they are an employment source are examined. At the final part, disabled people and call centers relations and call centers' contribution to employment of disabled people are evaluated with some examples.

Key words: Disabled people, call center, employment of disabled people.

Introduction

People with disabilities constitute at least 10% in any country. The number of disabled people is about 650 million and 80% of them at working age. Also, most of the disabled people are unemployed (about 70-80 %) and those who unemployed are socially and economically excluded. When it is looked the figures, it is seen that the growing importance of employment and socially and economically inclusion of disabled people.

The emergence of information and communication technologies created new horizons for the people who have lack of ability of mentally and physically. Today, there are many opportunities for the disabled people with the using of information and communication technologies from developed countries to developing and underdeveloped countries. Some disabled people prefer to work at home individually, while

some prefer to work in offices at a company. One of the examples is call centers that offer opportunities for disabled people's employment and inclusion. Especially, developing countries, with their cheap labor prices and skills of the usage information technologies, have been attracting many investment opportunities in the establishment of call centers.

The purpose of this paper is to investigate the importance and the benefits of call centers in terms of employment and in reducing social exclusion in the world and Turkey. It is seen that disabled people who subject to the exclusion in their life have some opportunities if they improve their skills and knowledge about information and communication technologies and the internet. Also, many new investments are, placed in the poor areas in the East of Turkey, the sign that how cheap labor and young educated among disabled people offer many advantages for call center businesses.

In this study, employment opportunities are provided by information technologies were examined for disabled at call centers in the world and Turkey. In the first part of the paper, the definition of disabled people, their inclusion and employment opportunities are studied. In the second part, the definition of call centers, their working processes and if they are an employment source are examined. At the final part, disabled people and call centers relations and call centers' contribution to employment of disabled people are evaluated with some examples.

The Definition of Disability

Disability is the disadvantage or restriction of activity caused by a society which takes little or no account of people who have impairments, and thus excludes them from mainstream activity (Gradwell, 2005, 273). Also, disability is defined as physical and mental impairments which have substantial and long-term adverse effects on person's ability to carry out normal daily activities. The definition covers physical and mental impairments such as physical impairments affecting the senses such as sight, hearing, heart disease, diabetes, epilepsy and mental impairments including learning disabilities. For an effect to be substantial, it should be more than minor. For example; inability to see moving traffic clearly enough to cross a road safely, turn taps or knobs and to remember and relay a simple message correctly (Equality Com., 2011, 3). Long-term effects include those, which are likely to recur. For example, an effect will be considered to be long-term if it is likely both to recur, and to do so at least once beyond the 12-month period following the first occurrence. Daily activities are normal activities carried out by most people on a regular basis and must involve such as mobility, manual dexterity, physical co-ordination, self-control, the ability to lift, speech, hearing, memory, ability to concentrate, learn or understand.

Social Inclusion of Disabled People

There are challenges in the areas of healthcare, education, professional training and entering in the job market (França, 2009, 170). Disabled people are accepted as one of the most important groups facing with the risk of being discriminated, the aim of eliminating the discrimination based on disability has become one of the privileged social policy aims in the academic, national and international levels. In order to eliminate disability discrimination, it is necessary to change the social perception which accepts being disabled people equal to being marginal and dependent because of individual inadequacy.

There has been a remarkable consensus across social theory and government policy that paid employment is central to social inclusion. The marginalization of disabled people from the labor market has certainly been a major factor in their exclusion over the last two centuries, and will remain a focus for political campaigns (Barnes, 2005, 541). A recent study conducted by the Government of Canada found that the most frequently reported barrier to social inclusion of disabled people is public attitudes and prejudices concerning disabled people (Shier, 2009, 64).

There is a wide gap between the employment rate of people with and without disabilities in the country. Therefore, the target for bringing down the unemployment rates cannot

be achieved without addressing the employment issues of people with disabilities, who constitute about 5-6% of the population. It would require proactive initiative on the part of all concerned to ensure that disability is included in the employment plan and programs of the government and the private sector (DEOC, 2009, 4).

The Employment of Disabled People

From the beginning of the welfare state, it has been assumed that disabled people would be unlikely to have a job. Although the emphasis is now much more focused on identifying people who can work as well supporting people still judged to be incapable. The concept of 'incapacity' implies that some people are unable to work and entitled to special treatment in the social security system, while everyone else is able to work and should expect to take their chances in the labor market. This distinction has been subject to two significant modifications over the years (Bertheud, 2011, 2). The first issue is that an individual's job prospects are not determined simply by his or her own self-contained characteristics, but also by the economic and institutional framework within which employment is negotiated. The second issue is that dividing disabled people into two groups such as capable and incapable of working. There is a wide range of sets of conditions, impairments and severities, which have varying effects on people's probability of working. For example, well-educated people are much less vulnerable to the disadvantaging effects of disability than others with no qualifications (Bertheud, 2011, 2).

There are lots of restrictions legal and institutional for disabled people in countries. For example, disabled people in Canada remain under-represented in the Canadian labor market, even though policy and programming is present to increase participation. In Canada approximately 10% of all working age adults (15–64) are disabled. The employment rate for that 10% is approximately 48%, compared with 76% for non-disabled people (Shier, 2009, 64). During the Second World War nearly half a million disabled people were drafted into the labor force in Britain is another example. In the months following the end of the war, the government expressed its social obligation towards the employment of disabled people, particularly those with wartime injuries, but labor market policies soon relegated disabled people back to the margins (Barnes, 2005, 533).

The level of exclusion from the paid labor market is evident in England. Around 60 percent of disabled people of working age are not in paid work, with unemployment rates three times higher than for their nondisabled counterparts, while periods of unemployment have been much longer, particularly for people born with impairment. One in six of those who acquire impairment while in paid work lose their job within a year, and a third of disabled people who find paid work become unemployed again within a year, in comparison to one-fifth of nondisabled people. Disabled people earn significantly less, and approximately 50 percent of disabled people have incomes below the 'official' poverty line of less than half the national average wage, with disabled women particularly disadvantaged. Disabled people also experience higher levels of underemployment, in jobs for which they are 'overqualified' (Barnes, 2005, 534).

OECD (Organization for Economic Co-operation and

Development) proposes steps in a study called “Sickness, Disability and Work: Breaking the Barriers - Norway, Poland and Switzerland” to the governments that should take to cut the number of people claiming benefits and help them back into the labor market. In Poland, less than one in five disabled people are employed. Those who are employed tend to have part-time or temporary jobs in sheltered work enterprises, often in agriculture, and, less frequently, in the public sector. The employment problems of people with disabilities are partly due to the overall poor labor market situation in Poland, which had the highest unemployment rate in the OECD area of 15.5% in the second quarter 2006. Further reforms of disability policies should be undertaken as well as labor market and product market reforms aimed at making work pay, raising labor demand and encouraging a shift from informal to formal employment so that work can become a real option for disabled people (OECD, 2006).

Broader rights-based approach to citizenship is a significant means by which to extend EU nationals’ rights beyond the economic imperative of the free movement provisions to a more inclusive and positive declaration of their specific needs and values. As well as seeking to promote the substance of tangible entitlement, a rights-based model of citizenship provides an important platform not only for promoting individual autonomy and agency, but also for exposing and crediting disabled people’s contribution to society through their formal and informal, direct and indirect participation in the labor market (Morgan, 2005, 268).

Employers must be central to any discussion of disability and work. All employers need to fulfill their obligations under the legal base but it is also in their interests to go further in every country (Stanley, 2005, 38). In a survey related to disabled people in UK, employers’ views were explored using a series of statements about the costs and benefits to the business of employing people with disabilities. Many of the findings demonstrate positive attitudes. For example, the employment of people with disabilities was widely seen as beneficial for other people and to have a positive impact on staff and morale; over half of respondents (55%) agreed with that (Goldstone, 2002, 5). A substantial majority disagreed that disabled people are inappropriate for customer facing employment (84%), that they may make other staff feel uncomfortable (83%) or are less productive (75%).

Labor Market Integration of Disabled People

People with disabilities face daily barriers not only to their participation in society, also in terms of labor market access. However, they make up one of the most disadvantaged segments of the workforce related to training and employment. Studies explain that there is much gap between disabled people and that people without disabilities. Equal education opportunities are the first step to ensuring equal employment opportunities. Full access to educational opportunities to learn needed skills is vital for achieving social integration and finding a job. This is an essential prerequisite for the future integration of young disabled people into the labor market (Hamad, 2007, 4). The exclusion of disabled people from employment opportunities is linked directly to the social organization of the labor market, not individual impairment effects. The position of disabled people in the labor market is located within a broader pattern of social and environmental barriers such as access

to education, information, transport, the built environment, as well as cultural and media representations. Given this range of barriers to social inclusion, specific policy interventions in the field of employment are likely to have no more than a limited impact (Barnes, 2005, 534).

Disabled people are under-represented in the labor force and the employed population, and, on average, are less educated. This means that they are one of the population groups most affected by poverty and social exclusion. The labor market contribution of this segment of society is just as decisive as that of other population groups. Disabled people must be seen as a valid labor pool and people with disabilities be given an equal opportunity to become financially through employment and to contribute to the future of society. Equal opportunities must create an appropriate environment to develop their full potential and enter and remain in the labor market (Charest, 2008, 1).

Recognizing and developing the potential of disabled people as well as improving their skills and qualifications, especially basic skills, are necessary to ensure equal opportunity in the labor market. In this respect, following proposals are much important for disabled people to be able to include and retain in labor market (Hamad, 2007, 8);

- Increase the skill levels of disabled adults who are working or looking for a job and who do not have sufficient schooling
- Broaden training prospects for disabled people by diversifying training methods and venues (for example, by creating paid internships leading to qualifications for those who cannot benefit from traditional training)
- Facilitate the transition between school and work for young disabled
- Matching restrictions in terms of geographical and occupational should be facilitated in labor markets by state and private institutions (Koçak, Kavi 2011, 1085).

One of the examples is that The National Strategy for Labor Market Integration and Maintenance of Handicapped Persons in Québec in Canada is designed to achieve employment equality and enhanced labor market participation for disabled people. One of the broad objectives of the Strategy is to mobilize labor market players and involve them in the necessary efforts to ensure that more people with disabilities enter the labor market and remain employed for a longer period of time (Mess, 2011). This strategy highlights following aims;

- Additional investments of \$142.8 million over a five-year period, including \$102.6 million from the government and \$40.2 million from private businesses.
- Increased funding for employment integration contacts (CITs), to enable 2,750 people with handicaps to enter the labor market over the next five years.
- Gradual increase in the Program (grant program for adapted businesses) in order to create 825 new jobs by 2013.
- New work premium for people with a severely limited capacity for employment.
- Work income supplement for long-term recipients of financial assistance who find employment.
- Increase in the refundable tax credit for an on-the-job training period to 40% and double the number of hours of supervision.

- Better regional collaboration between stakeholders.
- Better representation of people with handicaps in the public service.
- Gradual increase in the number of trainees in the public service.
- School integration and school-to-labor market.
- Transition for young disabled people
- Skills development and recognition for adults with handicaps

Call Centers Are As an Employment Source Definition of Call Centers

A call center is a physical place where customer and other telephone calls are handled by an organization, usually with some amount of computer automation. Typically, a call center has the ability to handle a considerable volume of calls at the same time, to screen calls and forward them to someone qualified to handle them, and to log calls. Call centers are used by mail-order catalog organizations, telemarketing companies, computer product help desks, and any large organization that uses the telephone to sell or service products and services (Callcenterdeliver, 2011). Call centers which are not operated solely for the provision of a service outwith a commercial environment. For example the call centers run by the Benefits Agency for the provision of benefits-related advice, or the call centre operations of agencies provide emotional support to callers. Functional definition of call centers can be explained such as ‘Offices providing a variety of sales, marketing and information services remotely by computer and telephone’ (Dawson, 2002. 3)

The Employment Process of Call centers have become one of the fastest growing areas of employment in many countries. However, call centers do not constitute a sector but a specific form of work organization. The purposes of this operation are both to provide a more client-oriented service and to improve the efficiency of processing customer relations.

Also, call center jobs characterized by high degree of

computerization and standardization of work. Because of these features, this type of work usually depicted as an unskilled work with high time pressure and de-humanization of work.

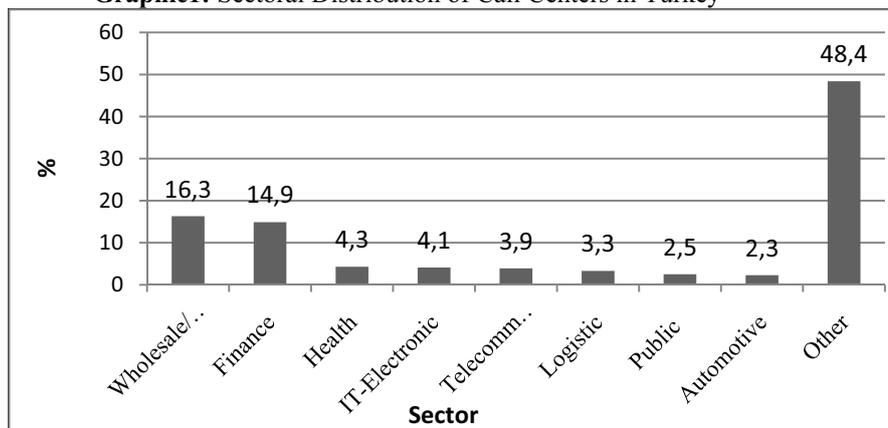
It is described as an expression of “Taylorism”. Consistent and tight technological surveillance and repetitive work cause stress which later result in job dissatisfaction among these employees (Yılmaz and Keser, 2008, 24).

Call centers are a relatively new type of workplace, offering a type of employment that is significantly different to other occupations, for example different forms of clerical work, data entry or ‘traditional’ telephone switchboard work, it might on first sight be thought to resemble. Dawson’s study shows four main conclusions related to call centers’ employment (Dawson, 2002, 417). First, the differentiation of call centre employment from other occupations in terms of recruitment and selection practices, employee skills and differences in work environments, performance monitoring and regulation of workplace behaviors. Second, job characteristics may predispose employees to low levels of job-related well-being and burnout. Third, levels of employee turnover may be linked to occupational novelty and the availability of pre-employment realistic job information. Fourth, automated systems are beginning to replace routine, repetitive, low value tasks, resulting in changes in the nature of call centre employment.

The Employment Opportunities of Call Centers

Call centre employment has been growing exponentially both domestically and globally. They are growing at an astonishing 40% per year globally. In Australia, call centre growth is forecast at around 20 –25% annually (Lewig, 2003, 367). About 160.000 workers are employed in 4.000 different call centers in Australia, while employment growth is calculated to be in the order of 25% per annum domestically and 40 per cent globally. Given these trends, call centre employment has become a significant factor in recent job growth (Russell, 2002, 468).

Graphic1: Sectoral Distribution of Call Centers in Turkey



Source: SERKA, *The Call Center Opportunity in Development of TRA2 Region*, Serhat Dev. Agency, 2011, p.16

According to Weinkopf, the number of call-centre jobs in 13 European countries in 2000 was 736.700, among which the United Kingdom, with 243.000 or 37%, had by far the highest number. Next one is Germany with 148.000 or 17% and France with 104.900 or 14%. In fourth place came the Netherlands with 57.000 jobs, while the figures for other countries were rather low. For the year 2000 the number of call-centers in the United Kingdom was estimated at around 5.000, about twice as many as in France or Germany (each with around 2.500). Spain and Italy as fast-growing markets with respectively 5 and 4% of the European call-centre market, while the extent of call-centers in Portugal, Greece and the Scandinavian countries was estimated to be rather low, at least in 2000 (Weinkopf, 2002, 458).

The USA has different policies in terms of call centers' diffusion and employment. Although call centers are found in all States, customer service representatives who work in call centers tend to be concentrated geographically. Four States—California, Texas, Florida, and New York—employ 30 percent of customer service representatives. Delaware, Arizona, South Dakota, and Utah, have the highest concentration of workers in this occupation, with customer service representatives comprising over 2 percent of total employment in these States. The United States has lost 250.000 call center jobs to India and the Philippines since 2001. That's part of a much larger trend. 3.3 million services industry jobs, including call centers, and \$136 billion in wages, will move to countries like India, Russia, China and the Philippines (McDanie, 2007, 5).

There are many educated poor and also disabled people in societies in which we live need to be employed in order to include in social and economic life. Call center are an employment opportunity especially for disabled people in the world. In this sense, there are many examples that shows call center workers who are disabled.

Call Center Employs 1000 blind people in Moscow. Because of unemployment is relatively high in Russia, any job creation of such a large volume is striking. But more importantly, giving this opportunity at this volume to blind and visually impaired people is definitely going to increase social awareness (Even, 2011).

Another example is, in at Raleigh in North Carolina in USA where RLCB (formerly Raleigh Lions Clinic for the Blind) has opened a new call center facility that is providing employment for people who are blind. The call center is a state-of-the-art facility staffed by well qualified and trained employees who are blind. National Telecommuting Institute, a nonprofit organization that places disabled workers with at-home employment, uses Internet technology to enable call center work to be done at home (Today, 2011). Also, employment Options is currently recruiting two-hundred people in the Triad area for work in three different, national call centers. The jobs represent legitimate work-from-home positions which are open to people who are on SSI (The Social Security Income) or SSDI (The Social Security Disability Insurance). Employment Options is a national employment network that specializes in the Social Security Ticket to Work program that help people on SSI or SSDI to find jobs. The call center jobs involve both full and part-time work, with an average pay of \$10.25 per hour (Disabledworld, 2011).

Some call center operators already have found that disabled workers stay in their jobs longer and are more loyal

than other workers. They also tend to be older and better educated, and they will work for less.

On the other hand, the call centers are becoming much important for regional development. For example, Istanbul is the biggest city of Turkey in which there were intensively call centers in. But in time investments shifted from Istanbul to Anatolia because of following reasons (SERKA, 2011, 23):

- Istanbul labor market has several alternatives, so qualified workforce do not stay long at call centers
- Establishing call centers only in a city creates risks during disaster. Call centers should be distributed different areas.
- Increasing costs trigger other expenses and the area of the city was not available to expand, then call centers were moved to out of downtown.

In the cities where land, workforce and transportation costs are low where new call centers has been built in order to diminish the density of Istanbul. This led the call centers be established in the cities such as Erzurum, Erzincan, Diyarbakır, Sivas, Samsun, Uşak, Malatya, Antalya, Kayseri, Yalova, Gümüşhane, Karaman, Düzce, Afyon, Bingöl.

Also, call centers started to decrease the unemployment rate in such Eastern cities where industry hasn't developed because of their distance to raw materials and markets. Incentives that transportation ministry gives for call center investments on Eastern and Southeast regions ease shifting investments to these regions. Companies whose call centers exist in Istanbul prefer to move and make new investments out of city (SERKA, 2011, 23).

As a result of development of communication technologies, call diverting is very easy and inexpensive. The access to company Intranets via Internet is now part of daily life due to high Internet access speeds. The combination of these two phenomenon is now bringing new opportunity for disabled people, who can work at their home by using a computer and communication facilities (Adam, 2008, 7).

Call Centers in Terms of the Employment of the Disabled People in Turkey

Call centers are one of the most important communication tools that undertake the role of a bridge between the firms and the customers. For that reason, the call centers which are turning into consultancies from representation have turned into the most important communication point to consult, to be supported and places where provide contribution commercially rather places that respond to the telephone calls ,work as operators and contrary to what some people reckon.

At the same time, call centers give an opportunity of a career which gives a chance to the employees to be promoted for a career from the initial point called agent where communication with the customer is improved in a most intensive way, up to the team leadership, supervising and the position of the management. Furthermore there is a working environment where an employee may need to improve himself and receive training continuously depending on the sector he works at (www.aped.org.tr).

At the call centers young population who are generally are being employed. In the recent years, with the encouragement of the Ministry of Communications the number of the disabled people who work at the call centers increased.

The employees of the call centers are %70 women and the reason is that, the work requires a smooth diction and flexibility. Furthermore, call centers have four groups of employee; customer representative, team leadership. In these units, generally the service of answering the calls, external calls, order management,, customer support, back office is provided. The process of answering the calls includes order management, information services, complaint management. As external call services, tele-sales, campaign management is realized. As welcome calls are made, customer satisfaction is tried to be provided solving the problems of the customers. As back-office services, data entry management, data input and appointment is provided. ([www.serka.org.tr/ downloads/tra2.pdf](http://www.serka.org.tr/downloads/tra2.pdf)).

Taking all these into consideration, call centers provide a considerable potential of employment and it is predicted that disabled people can also easily benefit from the potential. So the employment of the disabled people is today's basic social inclusion policies and is important in point of the integration of the disabled people into the society.

In this context, one of the most suitable working environments for disabled people is call centers. So call center employees fulfill their work mostly, sitting, answering the calls, using computers. In that case it is an easier work for people who have walking disabilities. Also it is one of the factors that facilitates the employment of the disabled people who couldn't have the opportunity for education for certain reasons as it doesn't require that much skills.

According to the result of the "research for the problems and the expectations of the disabled people" which was realized in 2010 by TÜİK (Turkish Statistic Institution), 55,7 of the disabled people want to work at a job which doesn't require physical labor and strength. Also, considering the regulations and the working conditions needed where registered disabled people work/may work , 33,3% of them want to have frequent and shorter breaks during the working time due to the health problems and also, 27.6 of them want to work part time (TUIK, 2011).

Consequently in accordance with the expectations of the disabled people, call centers can be accepted as suitable working environment. Besides, taking the demands related to call centers into consideration, we see that disabled people are also expected to work at these centers. It is seen in the following in the table that there should be emphasis on a structuring which will provide employment for disabled people.

In this context, the call centers are opened and projects are carried out so as to provide employment for disabled people in the world and in our country. One of them is the execution in "Bizimköy" Production Center of Disabled People which is connected with the municipality founded in 2006 with the joint support of İŞKUR (Government Employment Agency in Turkey) and EU funds and which was realized by Kocaeli Municipality.

Also, it is told that, a call center of 50 tables will be added next to these business areas. As for the cost of investment of 350.000 dollars needed for the purpose that will be met by East Marmara development agency, funds of EU and Special Provincial Administration (www.engellilersitesi.com).

At the same time, Ankara branch of "Kimse Yok mu" Association provide employment for disabled people. The aim

of the relate project is bringing in the workforce work force of disabled people who want to work but are left inactive due to their physical problems, people who couldn't go on their education, providing them skills giving education.

In this context, the topic of the project is the certification of the employees who would work in call centers which show a rapid development in the last 15 years, certification of the 20 physically disabled people aged 18-35 in Mamak county of Ankara who are registered to İSKUR (Government Employment Agency of Turkey).

Sub-goals of the project are as follows (www.aped.org.tr):

1- Contribution to the personal development of the young people with disabilities and completing the lost feelings of self reliance and self sufficiency of them.

2- Finding a solution for economical problems of the young disabled people who will take part in the project providing them employment.

3- Finding a solution for the problem of finding a qualified employee with disabilities for the work places which are obliged to employ people with disabilities.

4- Producing a sample solution with a sample project which will be realized for the problem of employment of the young people with disabilities in Turkey

5- Supporting them making other people accept their opinions about themselves, and their perspective.

6- Development of vocational training systems and pre-vocational training (qualification) systems for the disabled people.

7- To prove that disabled people can work in the field of call center operator which is a popular job in labor market.

At the same time, after the government provided people an employment opportunity of 38 thousand persons for disabled people in public sector, GSM operators such as Turkcell, Vodafone and Avea developed their projects in which disabled people will answer the calls from home.

Among all these aims, the 3rd and the 7th one show the importance of call centers in terms of the employment of disabled people. They consider expanding the scope of the project in which visually impaired and paralyzed people will be employed, if positive results are gotten. At the preliminary stage, each operator will employ 10 persons and then the number will rise to 30. The project, which will make the disabled people hold on to life, is being carried out through undertaking of the Ministry of Communication. In that way, the disabled people will both have chance to earn money and hold on to life (www.pozitifengelliler.com).

Callpex firm which shows activity in the field of call center and customer services has provided opportunities of employment to 40 employees through the way of home services in accordance with the new business style "Home agent" then they rose this number to 200 persons. In the related implementation, housewives, young retired people, students, people who have put an end or given a pause to active working life and war veterans as well as disabled people got an opportunity to work from home. Besides, this modal helped call centers be open to the Anatolia and reducing the operating costs, encouraged the employment (www.engellilersitesi.com).

At the same time, working from home may eliminate the discrimination which is unethical. So much so, it is a known fact that women and disabled people have difficulties in getting

into working life. However in the information society the number of the projects for women rose, the possibilities and information has been easier and this way their participating to the decision making process is ensured and therefore their empowerment is achieved (Kavi, Koçak, 2010, 69).

Also considering the foreign countries, investments are made for call centers in terms of employment of the disabled people in countries India. In India a call center in which only physically disabled people serve and is considered as the very first has started in Mumbai. The call center opened and designed by Eureka Forbes selling durable goods is working jointly with National Society for Equal Opportunities for the Handicapped (NASEOH). All the employees are made up of disabled people at the call center where 70 people aged 20-30 already works. Everything is considered for the disabled people who work different shifts. It is said that the number of the employees will rise. The call center which was founded in NASEOH campus located in the Chembur region of Mumbai is designed particularly for the entry and the exit of the disabled people (www.haberiklimi.net).

Consequently, call centers are offering a model of working which is allowing the employment of the groups like the disabled people that incur social exclusion along with making it possible to work from home. Within the framework of this model, contribution of the disabled people to the work force will rise and also the establishments will have the opportunity to employ much more people at a much lower cost.

Conclusions

The increasing growth in the number of disabled people who are out of work and claiming benefits is an important agenda for governments. Most of the disabled people don't produce and join economic and social life. Today's new technologies provided many facilities for disabled people in order to make them more included in the life. Call center are as a new sector have been becoming an important platform in which disabled people can easily work by using information and communication technologies at home or at work. Benefits of call centers to the regions' investment result in increase in the public institutions' employment with a scope which aims to lessen the difference of being developed. In this context, employment of disadvantaged groups and stimulation of region economy through investments provide the perception of call center investments in a social responsibility manner.

Call centers will also affect regions socio-cultural structure. New cafes, cinemas, libraries and shopping centers will be established in the medium or long term. Thus, there will be an incrementally increase in the number of social environments of the region. In this mean, service sector will be developed where call centers are established and create many new employment opportunities. Unemployment is the most important issue of both developed and developing world. While information technologies provide opportunities for disabled people, also creates many benefits for young and educated people who live in rural area and can't find a job.

As a result, exclusion of disabled people from social and economical life is another important subject that needs to be studied by academicians and governments. Call centers provide an important potential of employment and it is predicted that disabled people can also easily benefit from the potential. The employment of the disabled people is seen

today's basic social inclusion policies and it is important in terms of the integration of the disabled people into the society as economically and socially. In this mean, as a new job and sector, call centers, provide benefits for disabled at home or workplace by working full time or flexible. Some policies are adopted in order to increase the inclusion and employment of disabled people for disabled people by the state and private companies in Turkey in the last decade. The information and communication technologies have been becoming an integral part of these policies and projects in Turkey and in the world.

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