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Training on Ergonomic Risk Prevention for Telemarketing Operator: Methodological Aspects.

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Abstract

The Ministry of Labor and Employment - MTE in 2007 approved an attachment on the Regulatory Standard 17 (NR17 - Ergonomics) for telemarketing activity. Thus, companies should adopt ergonomics in the workplace and train your operators on occupational hazards and preventive measures. After eight years of regulation, also points up the breach of the said rule and the lack of information by the workers about the occupational risks they face and the preventive measures. This article aims to present the methodology used in training on prevention of occupational risks, based on Annex II of NR17 to telemarketers. Methodology: The process starts with the visit and participant observation of the work environment. Then schedule to training with all the OT and managers. After occurs a 04 hours clarifying training about occupational hazards and preventive measures using active methodology with case studies. Practical activities are carried out to learn to adjust the furniture, sanitize the equipment, voice preparation techniques, visual and mental relaxation and lengthening body. After 06 months as recommended by the NR, there is a second phase of training. Results: The research showed the importance of educating the worker about to occupational risks and the adoption of preventive measures. There was the training of 100% of the operators. In the end, 90% of workers considered the training important and will help in their day-to-day work. In the second phase, after 06 months, all remained at work and 100% participated in the training. In the end 85% considered the training important and will help in their day-to-day. 100% state that the adoption of preventive measures also depends on the company's commitment.

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1. Introduction.

The central telemarketing, better known as call centers, employ millions of people worldwide. Numerous branches of the current economy: telephony, banks, industries, businesses, utilities, has used the service of telemarketers to communicate with the client, providing information to the public, receiving complaints, sales and technical services, among others. The telemarketers' work content is determined by the characteristics of the company, so communication with customers and users can give "active" form when the operator's customers demand the function generally for the sale of products and research, and "passive" when the employee receives phone calls and seeks to resolve claims involving complaints, requests, requests for guidance, among others [1]. The connection between the telemarketers and customers usually occurs automatically, where there is a distribution of calls in a computerized way, without the possibility of control by the operators of the service times [2]. The requirements established by the company to maintain a standard of number of calls and average duration of calls are disconnected to the breaks used by employees for their personal needs, which leads to discomfort made worse by the stressful conditions that the work requires. Because it is a work with high employability of workers, there was a significant increase in complaints of illness and absence from work due to work-related musculoskeletal disorders (MSDs), vocal problems, hearing problems and mental illness. National and international scientific works such as [2], [3] and [4] confirmed the linkage of complaints of workers to work in call centers. In Brazil, the concern with the population group sickened telemarketers, motivated the Ministry of Labor and Employment - MTE in 2007 to approve an attachment in Regulatory Standard 17 (NR17 - Ergonomics) for telemarketing activity [6], establishing minimum standards of ergonomics contractors to adopt the form of working environment to provide maximum comfort, safety and efficient performance to their workers. Among these parameters there is the training, so companies should adopt ergonomics in the workplace and train your operators on occupational hazards and preventive measures. This article aims to present the methodology used in training on prevention of occupational risks, based on Annex II of NR17 to telemarketers.

2. Regulatory Standard 17 and Annex I: Ergonomics in Call Center

The Regulatory Standard number 17, published by the Ministry of Labor and Employment (MTE) in 1978, with the last update in 2007 [5], pronounced minimum parameters for application of ergonomics in the workplace, seeking to provide maximum safety, comfort and efficient performance. Working conditions include aspects related to lifting, transportation and disposal of materials, furniture, equipment, environmental conditions and organization of the work process. Annex II of NR 17, published in 2007 specifically addresses the application of ergonomics at work in telemarketing, promoting a healthy work and no risk in communication with these stakeholders: customers and users through voice and / or e-mail, with the simultaneous use of hearing equipment / listening and speaking electronics and computer system or data processing manual. This annex proposes that employers observe and comply with the following parameters for telemarketing activity [6]:

2.1 Workstation furniture

The work of the telemarketer is predominantly sitting, using a table and chair. Such features should allow postural changes, easy to trigger adjustments in order to provide sufficient space for their comfort. According to Annex II of NR 17, must meet at least the following parameters:

- a) the video monitor and the keyboard should be supported on surfaces with independent adjustment mechanisms, or b) with single adjustable surface for keyboard and monitor when it is endowed with independent adjustment of at least 26 (twenty six) centimeters in the vertical plane;
- c) a reference material without counter should have a minimum depth of 75 (seventy-five) centimeters measured from its leading edge and width of ninety (90) centimeters areas that provide manual range of at most 65 (sixty-five) centimeters radius on each side focusing action on an operator's shoulders in working position;
- d) the bench with reference material must have at least depth of ninety (90) centimeters from its front edge and width of one hundred (100) centimeters that provide manual reach areas of a maximum of 65 (sixty five)

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