

Abstract

This thesis „Contact centre as an unwelcome neighbor“ deals with a case of the Sananim's contact centre, that was obliged to agree with the relocation of their workplace from the area. The thesis is confronting the neighbor's resistance the centre is facing with the NIMBY concept, which is demonstrated by the analysis of interviews. The situation of the contact centre of Sananim o.s. is compared with the contact centre Progressive's Stage 5. Sources of the resistance are distinguished within the analysis by use of NIMBY typology. The most significant source of the resistance is identified to be the neighbor's resistance. The thesis describes the situation, which was caused by the resistance on different levels within typology and is also suggesting possible solutions to the resulting situation. In the final sections of the thesis, the author recommends to improve the cooperation and communication between Sananim's contact centre and other contact centres in the area, adjacent borough and most importantly with their opponents. The author later recommends the realization of more extensive and deeper research, and offers several research questions and hypotheses for occasion of its realization.