

BUSINESS

# NEW AI changes the call center industry, but some tasks are still better left to humans

October 08, 2025

Listening

00:00 / 01:34

## Warm Up



## Helpful Words and Phrases

Listen and repeat.  
聞いてリピートしましょう。

- 1 **frustrated** 不満を抱いた、イライラした  
ex. *The employees were frustrated when the internet stopped working at the office.*
- 2 **an inquiry** 問い合わせ  
ex. *The hotel received many inquiries about room prices for the summer.*
- 3 **monotonous** 単調な  
ex. *Joe found his job monotonous because he did the same tasks every day.*
- 4 **complicated** 複雑な  
ex. *The math problem was too complicated, so the teacher explained it again.*
- 5 **rehire** 再雇用する  
ex. *The company may rehire some staff when business improves.*

## Article

Read the article below and answer your tutor's questions.  
記事を読んで講師からの質問に答えましょう。

Font size 文字サイズ S M L

Armen Kirakosian was often **frustrated** at his job as a call center agent. That's because he had to answer many **inquiries** from upset customers, write notes by hand, and search through many menus. Now, the 29-year-old from Greece says artificial intelligence (AI) helps him work faster. He sees customer information immediately and can spend more time on real customer service.

### Why was Armen Kirakosian often frustrated at his job?

*Because he had to answer many inquiries from upset customers, write notes by hand, and search through many menus.*

Millions of people around the world work in call centers, but the job can be stressful and **monotonous**. Many workers leave after only a year. These agents deal with "break/fix," which means when something is broken, the customer expects the agent to fix the problem. Now, AI can do simple tasks of call center agents, but this has caused some people to lose their jobs.

**IMPORTANT:** Effective feedback is specific to the student's actual performance.

Copy the easy-to-use template on a NOTEPAD. Use this template to take note of the student's performance all throughout the lesson.

Click to Copy

日本語表示

## Warm Up

2 Mins

- 1 Introduce the article category.
  - "Today, we have a Business article."
- 2 Read the title.
- 3 Introduce the Warm-up questions.
  - "I have a few warm-up questions for you."
- 4 Ask the questions below.
  - **Do you know what a call center is?** [note: It's a place where people handle customer calls and provide help.]
  - **Are you familiar with chatbots?** [note: They're computer programs that use AI to talk to people and help them online.]
- 5 Transition to the next section.
  - "Good! Now let's look at the Helpful Words and Phrases."

## Helpful Words and Phrases

2 Mins

- 1 Read the instructions.
- 2 Read the first word/phrase and ask the student to repeat. Correct their pronunciation if necessary.
- 3 Read the example sentence and ask the student to repeat.
- 4 Repeat Steps 2-3 with the remaining words/phrases.
- 5 Ask if everything is clear.
- 6 Transition to the next section.
  - "Great! Let's go to the next section!"

## Article

6-8 Mins

- 1 Introduce Article.
  - "Okay, now let's do Article."
- 2 Read the instructions.
- 3 Have the student read the first paragraph aloud.
- 4 Ask the first comprehension question.
  - ♦ **The student's answer may vary from the given answer. Accept any reasonable answer.**
- 5 Repeat Steps 3-4 with the remaining paragraphs and comprehension questions.
- 6 Ask if the student has any questions about the article.
- 7 Give brief feedback on the student's pronunciation of the article.
  - ♦ **Limit this to 2-3 corrections.**
  - ♦ **If the student made a lot of mistakes, focus on the biggest ones.**
- 8 Transition to the next section.
  - "Good! Let's go to the next section!"

### What does the phrase "break/fix" that agents deal with mean?

It means when something is broken, the customer expects the agent to fix the problem.

Experts say the industry will still require human workers, because many problems are too **complicated** for computers to solve alone. Some companies are already testing AI. Klarna, a Swedish finance company, replaced 700 workers with chatbots in 2024. It saved money, but later had to **rehire** some staff to handle special customer problems. For now, both AI and humans are needed to help customers.

### Why will the industry still require human workers?

Because many problems are too complicated for computers to solve alone.

This material was based on an article by The Associated Press.

## Discussion

Choose a topic and discuss the questions with your tutor.

トピックを選び、質問に基づいて議論しましょう。

### Call Centers and AI

- Some companies rehired staff after finding AI couldn't handle complicated customer issues. What kinds of problems customers have that only humans can solve well (ex. broken items, service issues)? Discuss.

#### follow-up questions

- What special skills do humans have that AI does not have (ex. understanding emotions, understanding humor)?
- If you were a customer, would you rather talk to a chatbot or to a human agent? Why?

- The article says call center work is stressful and monotonous. Do you think you would survive in such a job? Why or why not? Discuss.

#### follow-up questions

- If yes: What skills do you think are most important for a call center agent?
- If no: Would you try this job if AI could help make the work easier? Why or why not?

- Call center workers often face upset customers. How do you think you would handle such a situation? Discuss.

#### follow-up questions

- What would you do to make the customer feel less upset?
- What do you think is the hardest part about dealing with upset people?

### Customer Service

- As a customer, what can you say about the customer service of restaurants, clothes stores, and other businesses in your country (ex. it's good, it's bad)? Discuss.

#### follow-up questions

- What good experience have you had?
- Describe an experience with customer service that made you feel upset.

- Do you think customer service is better with AI or with humans? Why? Discuss.

#### follow-up questions

- If AI: Do you think AI can always understand customer needs? Why or why not?
- If humans: How do you feel when talking to a person for customer service (ex. trust, comfort)?

- How important is customer service when you are choosing a product to buy? Discuss.

#### follow-up questions

- What kind of service makes you want to return to a store or company (ex. quick solution to problems, talking with human agents)?
- How do you usually respond when a customer service experience is bad (ex. avoid the product, leave a bad review)?

## Discussion

10-12 Mins

- Introduce Discussion.
  - "Okay, now let's do Discussion."
- Read the instructions.
- Read the topics and ask the student to choose one.
  - If the student cannot decide, choose a topic for them.
- Ask the first line of questions for the chosen topic.
- Ask the follow-up questions to make the student produce more.
  - You can add your own follow-up questions and comments to make the conversation natural.
- After your discussion for the question is done, give brief feedback on the student's vocabulary, grammar, and/or pronunciation.
  - Limit this to 2-3 corrections.
  - If the student made a lot of mistakes, focus on the biggest ones.
- Repeat Steps 4-6 with the remaining questions for that topic.
- If time allows, repeat Steps 4-6 with the other topic.
  - "We still have time, so let's do the other topic too!"
  - Continue as time allows. You do not have to ask all the questions.
- Transition to the last section.
  - "Well done! Let's go to the last section!"

## Feedback

### PERSONALIZED FEEDBACK

#### RANGE

表現の幅  
語彙をどの程度使えるか

#### COHERENCE

一貫性  
論理的な話し方ができるかどうか

#### PHONOLOGY

音韻  
発音が相手にとって聞き取りやすいか

### PERSONALIZED FEEDBACK GUIDE

Focus on...

example feedback

Focus on...	example feedback
<b>RANGE</b> the ability to use a wide variety of vocabulary	<b>words</b> the student <b>learned</b> + <b>words</b> the student <b>misused</b> or <b>struggled to produce</b> overcharge - set the price too high plus tax - used for prices that don't have tax included
<b>COHERENCE</b> the ability to speak logically and at length	the <b>length</b> of the student's <b>answers</b> + whether or not the student used You: Gave short answers. Better: Expand your answers by adding more details. You: Did not connect sentences.

## Feedback

3 Mins

- Introduce Feedback.
  - "Okay, now let's do Feedback."
- Give feedback on the student's range, coherence, and phonology using the template below.
  - Refer to the Personalized Feedback Guide for more information.
- Wrap up the lesson.
  - "You did a great job! Thank you very much for today."

**REMEMBER:** Effective feedback is specific to the student's actual performance.

Use this template to give the student feedback.

Click to Copy

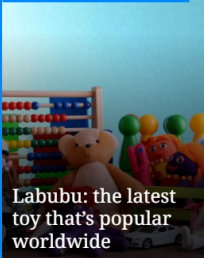
	<b>connectors</b> to link sentences	Better: Use connectors like "but" and "because" to link sentences together.	<b>*Personalized FEEDBACK*</b>  <b>*RANGE*</b> [word] - [meaning]  <b>*COHERENCE*</b> You: Better:  <b>*PHONOLOGY*</b> [word] [pro-nun-see-AY-shun]  You said: Better:
<b>PHONOLOGY</b> the ability to pronounce and stress words/sentences understandably	<b>pronunciation mistakes</b> + <b>unnatural stress</b> of words/sentences	investigation [in-ves-tih-GAY-shun]  You said: BECAUSE of this, ... Better: Because of THIS, ...	



PREVIOUS  
**NEW** Beijing holds its first robot games  
Sports


### Other Categories

EDUCATION AND FAMILY



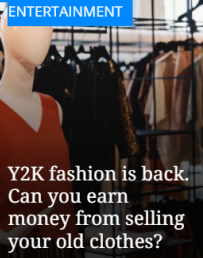
**NEW** Labubu: the latest toy that's popular worldwide

HUMAN INTEREST



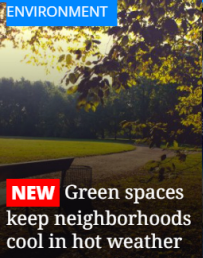
**NEW** What to know about Spain's 'Tomatina' festival

LIFESTYLE AND ENTERTAINMENT



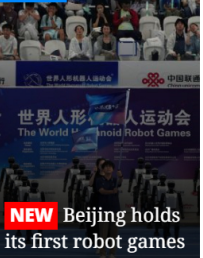
Y2K fashion is back. Can you earn money from selling your old clothes?

SCIENCE AND ENVIRONMENT



**NEW** Green spaces keep neighborhoods cool in hot weather

SPORTS



**NEW** Beijing holds its first robot games



Like Follow @rarejob\_jp

CATEGORIES

- Business
- Education and Family
- Human Interest
- Lifestyle and Entertainment
- Science and Environment
- Sports

会社情報

- 情報セキュリティ方針
- 個人情報保護宣言
- 利用規約
- 特定商取引法に基づく表示
- サイトマップ
- 運営会社
- 採用情報
- お問い合わせ