

Work With People - Humanize Interactive Work

Nadine Müller, 21th of September 2018 in Copenhagen


GUTE ARBEIT
Die **ver.di** Initiative


*Innovation und
Gute Arbeit* **Vereinte
Dienstleistungs-
gewerkschaft**

Content

1. Why is interactive (service) work a topic for ver.di?
2. What is interactive (service) work?
3. What is ver.di doing to humanize interactive (service) work?

Spread of Interactive Work in Germany

Based on digitalization interactive work is expanding.

Three-quarters*

... of all employees are working in the service sector;

... of Economic value added are generated in the service sector;

... of employees in the service sector are working often with customers, patients, citizens and clients (interactively).

The majority of employees (66 %) are (very) often working in direct contact with customers etc. (DGB Index Gute Arbeit 2016)

Interactive work exists in different industries (for example chemical industry 48%, machines/automotives 46% - of the employees are - very – often working interactive).

* data for Germany

Concept of Interactive Work

1. Cooperative work: In service relationships, service employees and customers or experts and clients must work together actively to get the task or service done.
2. Emotion work: The employees have to work on their own emotions.
3. Feeling work: To do interactive work the employee has to deal with the emotions of the customers, patients, citizens and clients.
4. Subjectifying work: The fourth element of interactive work is to deal with uncertainty, because working with people is not always predictable.

Good Work - Our approach

“For us, Good Work is inextricably linked to respect, recognition, appreciation and the right to participation.

Our initiative Good Work picks up on interests, wishes and needs of employees in enterprises and administrations. Where they formulate their demands, we want to take them up, condense them to key demands and make them the basis of our union-political work/actions.“

(Head of ver.di Frank Bsirske, October 2007)

Ver.di is committed to the **right to good work** and supports its declaration and realization. In the policy declaration of principles (2010) it becomes clear that the improvement of the quality of work is tightly interconnected with the **reinforcement of participation** of the work force.

Interpretation of DGB-Index Results

The quality of working conditions is calculated by the level of load and

Good (80-100 points):

- Many useful resources
- Hardly stressful working conditions

Medium Grade (50-79 points):

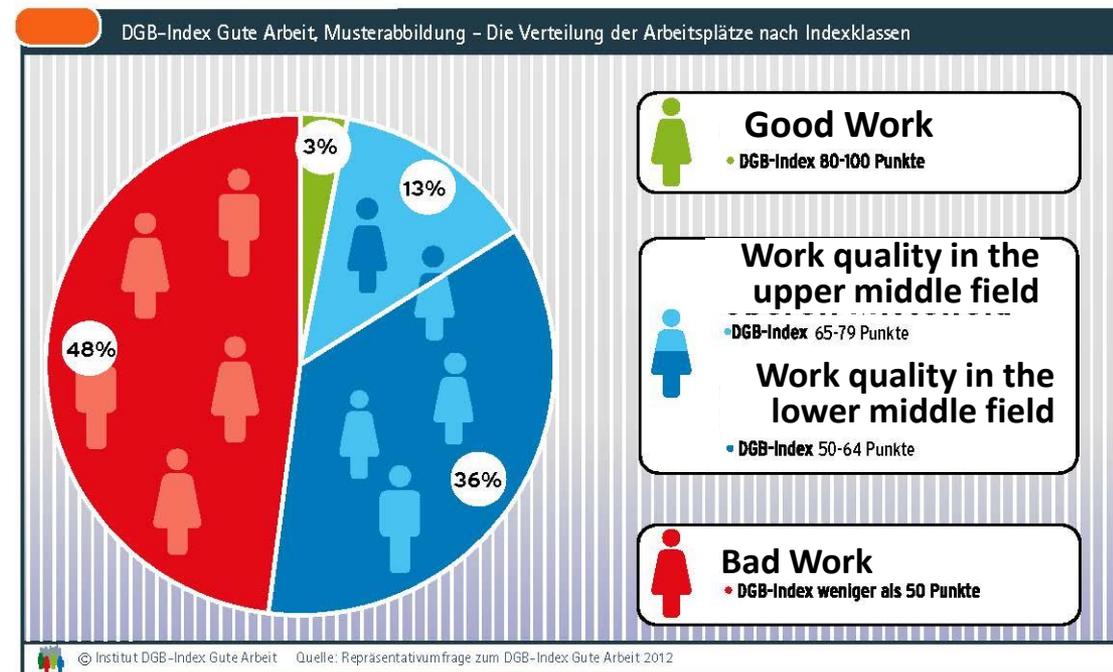
- Few resources
- Minor to no loadings and stress

Bad (0-49 points):

- No resources
- High loadings and stress

New in 2012/2013:

Splitting of the division which was formerly called “Medium Grade Work”. Now there are two sections “Work quality in the upper middle field” and “Work quality in the lower middle field” in between “Good Work” and “Bad Work”.



Special Quality of Interactive Work

Immer mit Kundschaft, fast nie mit Kundschaft - die größten Wertungsdifferenzen



Quelle: DGB-Index-Gute-Arbeit 2009



Worse: emotional demands; labour intensity; working time
 Better: sense of work; possibilities for qualification



First Activities to Humanize Interactive Work

Publications:

- Reportings on interactive work (ver.di & DGB)
- Articles in the journal Good Work 9/2017
- Booklet „Work With People - Humanize Interactive Work“ (ver.di 2018)

Ver.di-Congresses (since 2016):

Work With People - Humanize Interactive Work

Initiation & Support of Research

- Projects: Präfo (BMBF)
- Tendering: Arbeiten an und mit Menschen

www.bmbf.de/foerderungen/bekanntmachung-1399.html

First steps in the field of health & safety:

- Risk assesement: as part of our online-guide
- Policy on health and safety ...



Contact

www.innovation-gute-arbeit.verdi.de/interaktionsarbeit

ver.di – Vereinte Dienstleistungsgewerkschaft

Bereich Innovation und Gute Arbeit
Paula-Thiede-Ufer 10, 10179 Berlin

www.innovation-gute-arbeit.verdi.de

kontakt@verdi-gute-arbeit.de

nadine.mueller@verdi.de

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