

SESSION 2013

## BTS TERTIAIRES – GROUPE 1

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

# ANGLAIS

Durée : 2 heures

Management des unités commerciales		coefficient 1,5
Assurance		coefficient 1
Banque		coefficient 1
Communication		coefficient 2
Professions immobilières		coefficient 1
Notariat		coefficient 1

Dictionnaire bilingue autorisé

**sauf**

Communication : dictionnaire unilingue autorisé.

Calculatrice interdite.

Dès que le sujet vous est remis, assurez-vous qu'il est complet.

Le sujet se compose de 3 pages, numérotées de 1/3 à 3/3.

## Tech Companies Leave Phone Calls Behind

Quora is a Web site that crowdsources<sup>1</sup> answers to just about any question imaginable, including “What is the meaning of life?” and “Is it possible to stick someone to the wall with Velcro?” But anyone searching for a phone number for the company is out of luck. Not only is the number unlisted, but the very question “What is the phone number for Quora?” has gone unanswered for months.

Quora is not the only social technology company that presents an antisocial attitude to callers. Twitter’s phone system hangs up after providing Web or e-mail addresses three times. At the end of a long phone tree, Facebook’s system explains it is, in fact, “an Internet-based company.” Try e-mail, it suggests.

Voice calls have been falling out of fashion with teenagers and people in their 20s for some time (text only, please). But what is a matter of preference for the young is becoming a matter of policy for technology companies; phones cost money, phones do not scale<sup>2</sup>. Besides, why call when you can use Google, or send a Twitter message? On the other end of the line, however, some people may not know how to Google, or do not want to use Twitter. These users may be older, or less technically adept, and they are finding the method of communication they have relied on for a lifetime shifting under their feet. It does not make sense, they say, that a company with products used by millions every day cannot pick up the phone. The companies argue that with millions of users every day, they cannot possibly pick up a phone.

“A lot of these companies don’t have enough employees to talk to,” said Paul Saffo, a longtime technology forecaster in Silicon Valley. Facebook, for example, has just one employee for every 300,000 users. Its online systems process more than two million customer requests a day. “All these companies stay away from phone support,” said Mikkel Svane, the chief executive of Zendesk, whose products help companies manage incoming requests. “People get aggressive or aggravated; people are depressed or crying. It’s just hard talking to customers,” he said, adding that these companies have paved the way in large-scale customer service by keeping everything online.

Officials at Facebook, Google and Twitter (all reached first by e-mail) say their users prefer to go online, finding it more pleasant and efficient than wading through a phone tree. Still, others see a social cost to this change, a deepening of the digital divide.

“The phone users are getting left out,” said Mari Smith, a consultant who trains businesses in how best to use social media. Ms. Smith said she believed that large Internet companies might someday return to phones to set themselves apart from competitors. “The ability to call up and get a real human being is essential. The companies who can do that and go back to basics are really the ones that will be winning out and humanizing their brand,” she said.

But for now, some people still feel frozen out when they pick up the phone.

Amy Leary, *New York Times*, July 6<sup>th</sup> 2012 (adapted)

<sup>1</sup> crowdsources = centralizes

<sup>2</sup> scale = increase profits

## TRAVAIL À FAIRE PAR LE CANDIDAT

### I. COMPREHENSION

10 points

A rédiger en **FRANÇAIS**

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 220 mots (+ ou – 10%).

Vous indiquerez le nombre de mots utilisés.

Toute présentation sous forme de notes sera pénalisée.

### II. EXPRESSION

10 points

Vous devez répondre aux **deux** questions en **ANGLAIS**.

5 points

**A.** In your line of business, which is more useful: communicating on the phone or on the Internet? Explain.

(100 words minimum)

5 points

**B.** "*People get aggressive or aggravated.*" (line 25)

In your opinion what measures can companies take to be more people-friendly?

(100 words minimum)