

H&M CUSTOMER SERVICE IN BARCELONA

INDEFINITE

STRIKE

SINCE 25TH APRIL



FEWER PEOPLE AND MORE MACHINES AT H&M

The **Customer Service center** of the H&M online store located in Barcelona has been on **Indefinite Strike since the 25th of April**. This center serves the online store in eight European countries: Spain, Italy, France, Greece, Cyprus, Portugal, Finland and Norway.

The staff is fighting against the consequences of the **aggressive digitalization** process that the Swedish brand has undertaken globally. In the Customer Service department and the organization behind it, this has meant **job transfers** and dozens of **layoffs of workers**, who have been replaced by computer programs, but also serious problems in **private life conciliation** caused by time control systems, largely managed by completely **inhuman algorithms** that do not take into account the basic needs of the workers like having a break to go to the toilet or to eat, since they are programmed only to operate according to the customers flow that contact the brand minute by minute.

These changes generate benefits for H&M, but greatly affect the **work health** of the people who are still hired and who are at the other end of the phone or computer screen and are conditioned during their work day to give responses with limited times and above the usual quality. The **medical sick leave** increases, as well as the number of voluntary **resignations** of people fed up with being exploited by a dehumanized company. The staff has been reduced in just one year from 270 people to just 200, of which around 130 are the ones who receive an average of 10.000 contacts daily.

During the first day of the strike, the Strike Committee reported to the Labor Inspection signs of substitution of workers. The resolution was given a week ago and it confirms that **H&M replaced internal workers**, stating that such facts affect the exercise of the **fundamental right to strike**, assuming a **violation of the labor law** and for the same reason they will be fined with a minimum penalty of €7.501. H&M shows once again its **social irresponsibility** by not responding to the complaints of its staff, who remain firm in their rejection of the consequences of the abusive digitalization process.

If you wish to support us to continue addressing this cause and alleviate the economic burden of all the workers supporting the strike, you can scan the following QR code. THANK YOU!

