



Call Centers

in the Berlin-Brandenburg Capital Region

THE GERMAN CAPITAL REGION
MORE VALUE FOR INVESTMENT

Know-how in Berlin-Brandenburg

Industry Initiatives and Services

Strong Industry Network

The Berlin-Brandenburg region is home to the call center industry's most important association – the Call Center Forum Germany (CCF). The CCF ensures growth and the maintenance of quality standards by generating key industry momentum and introducing initiatives, such as call center certification. With roughly 400 members, Germany's largest call center association also promotes a productive exchange of ideas at the regional, national and international levels. It supports the development and implementation of specific technical solutions and represents the interests of its members at regional political organizations and business development corporations.

www.call-center-forum.de

Unparalleled Good Service

Many call centers in Berlin-Brandenburg guarantee their services 24 hours a day and on weekends, 365 days a year. No special permits are needed. The region's excellent network and telecommunications infrastructure also guarantees competitive service from the capital region. In addition to Deutsche Telekom, call centers can choose from over 30 providers, including Arcor, Colt Telecom, Hansenet and Versatel. These companies offer networks for innovative solutions, such as unified communications, social-media-based client dialog as well as professional PR and campaign management.

www.tk-atlas-berlin.de

Excellent Transport Infrastructure

Berlin's extensive public transport system is unique in Germany and comprises 25 subway and suburban train lines. Thanks to the 40 public and private transportation companies who operate the 30,000 km² transport network of the Berlin-Brandenburg Transport Association (VBB), the connections between the capital city and its surrounding region are outstanding. This makes it easy for commuters in Berlin and Brandenburg to get to work quickly and comfortably.

www.vbbonline.de

Branch Incentives

Berlin Partner GmbH and the Brandenburg Economic Development Board (ZAB) promote the region as an excellent location for call centers at leading trade fairs as well as in print ads in top industry magazines. Berlin Partner has been a major partner of the German CallCenterWorld® trade fair for many years. Berlin Partner and ZAB are also co-founders of the national "Call Center Days," which also are a tremendous success in the capital region. With a steady flow of new call centers and a regular survey covering key structural industry data, these two agencies contribute significantly to the showcasing and growth of the call center industry in the capital region.

www.berlin-partner.de | www.zab-brandenburg.de

"Call Centers up Close": The first national "Call Center Days" took place in March 2009 with the participation of several call centers and personnel agencies from the capital region, who provided insights into their complex day-to-day work and wide spectrum of activities. Call centers were also able to recruit new employees.

www.callcentertage.de



From left to right: Heinrich Alt, Board Member of Germany's Bundesagentur für Arbeit, Thomas Fricke, former Managing Director of the Call Center Forum Germany e.V., Ursula Oppermann-Weber, DB Direkt Servicegesellschaft der Deutschen Bank Privat- und Geschäftskunden GmbH, Andreas Buchelt, Managing Director Adecco Call Center Solutions GmbH



CallCenterWorld® takes place each year in Berlin and is the largest event in the German-speaking call-center industry. www.callcenterworld.de



Joint stand of Berlin Partner, Brandenburg Economic Development Board (ZAB) and Call Center Forum Regional Group Berlin-Brandenburg at their CallCenterWorld®

Call Center in Berlin-Brandenburg

„One foot in the East – One foot in the West“



Expertise at the Heart of Europe

Call centers in the Berlin-Brandenburg capital region enjoy excellent development prospects as a result of the region's strategic location at the meeting point of Western and Eastern Europe. It also boasts a regional market of over 6 million people. Today, there are over 240 call centers in the region with a total workforce of over 25,000 employees. At the same time, the region's personnel costs and real estate rates are low in comparison to other German states.

A Large Pool of Well-trained Employees

The relaxed labor market in Berlin-Brandenburg offers a large number of qualified and flexible employees. Short-notice temp workers along with 180,000 students at 44 universities and colleges make up the large pool of available employees here in Germany's most important university region. Call center agents work full-time, part-time or in shifts. The capital region speaks many languages, with people from over 180 countries living here and making the multilingual work of many call centers possible. Call centers find personnel with industry know-how and technical and business expertise in the fields of telecommunications, IT, tourism, banking and insurance.

Recruiting Made Easy

Call centers interested in setting up or expanding their business in the Berlin-Brandenburg capital region are given professional, quick and cost-free support in the recruitment of qualified personnel. Berlin Partner GmbH and the Brandenburg Business Development Board (ZAB) offer several "Recruiting Packages," which are designed specifically for call centers and consist of job advertising followed by the selection and training of qualified personnel. Another key partner in the process is the Agentur für Arbeit (Employment Office). Furthermore, call centers can take advantage of industry networks to access personnel consultants and all the leading personnel agencies, such as Adecco, Manpower and Randstad, in addition to local agencies with comprehensive market expertise.

Excellent Training and Continuing Education

The capital region's chambers of commerce and industry offer advanced call center training courses, including "Call Center Agent" and "Call Center Team Leader," as well as programs in the new careers of "Dialog Marketing Service Specialist" and "Dialog Marketing Business Manager." Numerous other academies and colleges, including the Call Center Academy, train call center agents in Berlin and Brandenburg. A new generation of young talent receives its training in the "Call Center Business Management (FH)" and "Marketing Communication" certificate programs coordinated by the IDM Institute for Dialog Marketing.

www.ihk.de | www.wdb.de | www.idm-berlin.eu



Customer Care in Berlin-Brandenburg

International Players in Germany's Capital Region

Call Center Agencies (a selection): Adecco Call Center, Call Plus Telemarketing, Call&Surf Factory, CC Welcom
Inhouse Call Center (a selection): American Express, Gothaer Schadenservice Center, Kabel Deutschland, Kl

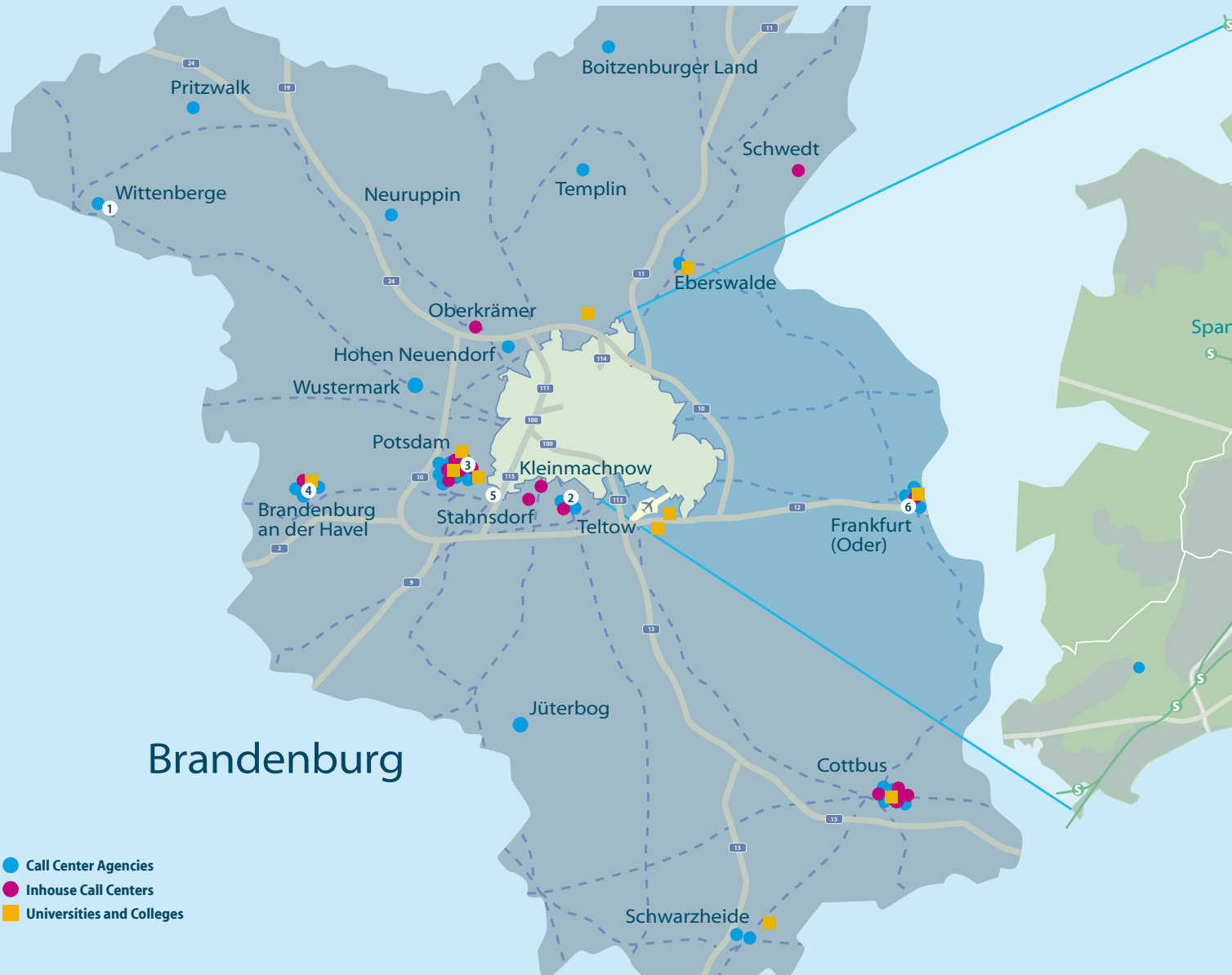
1 Adecco Call Center Solutions GmbH is located in the heart of Wittenberge



2 Concontact Center Services of O2 Germany in Teltow



3 SNT Germany with offices in Berlin and Brandenburg. Here, their offices in Potsdam



4 Arvato direct services in Brandenburg an der Havel



5 Customer Services for Germany's largest online market: eBay International AG at Europarc Dreilinden



6 walter services with offices in Berlin and Brandenburg. Here, their offices in Frankfurt/Oder

er Solutions GmbH, adm group, AirCall, Arvato Direct Services, AS Direkt, Bosch Communication Center, Call 24 Telemarketing, e, Competence Call Center, D+S Europe, Invitel, Sitel, SNT, Stream, Telegab, Viafon, Walter Services

AOK, Corning Cable Systems, Daimler, DB Dialog, DB Direkt Deutsche Bank Gruppe, Deutsche Telekom, Ebay, E-Dialog, Eulerhermes Collections, BS Minijob Zentrale, Lufthansa Global Telesales, O₂ Germany, TelDaFav, Vistaprint, Vivento Customer Service Center, Vodafone

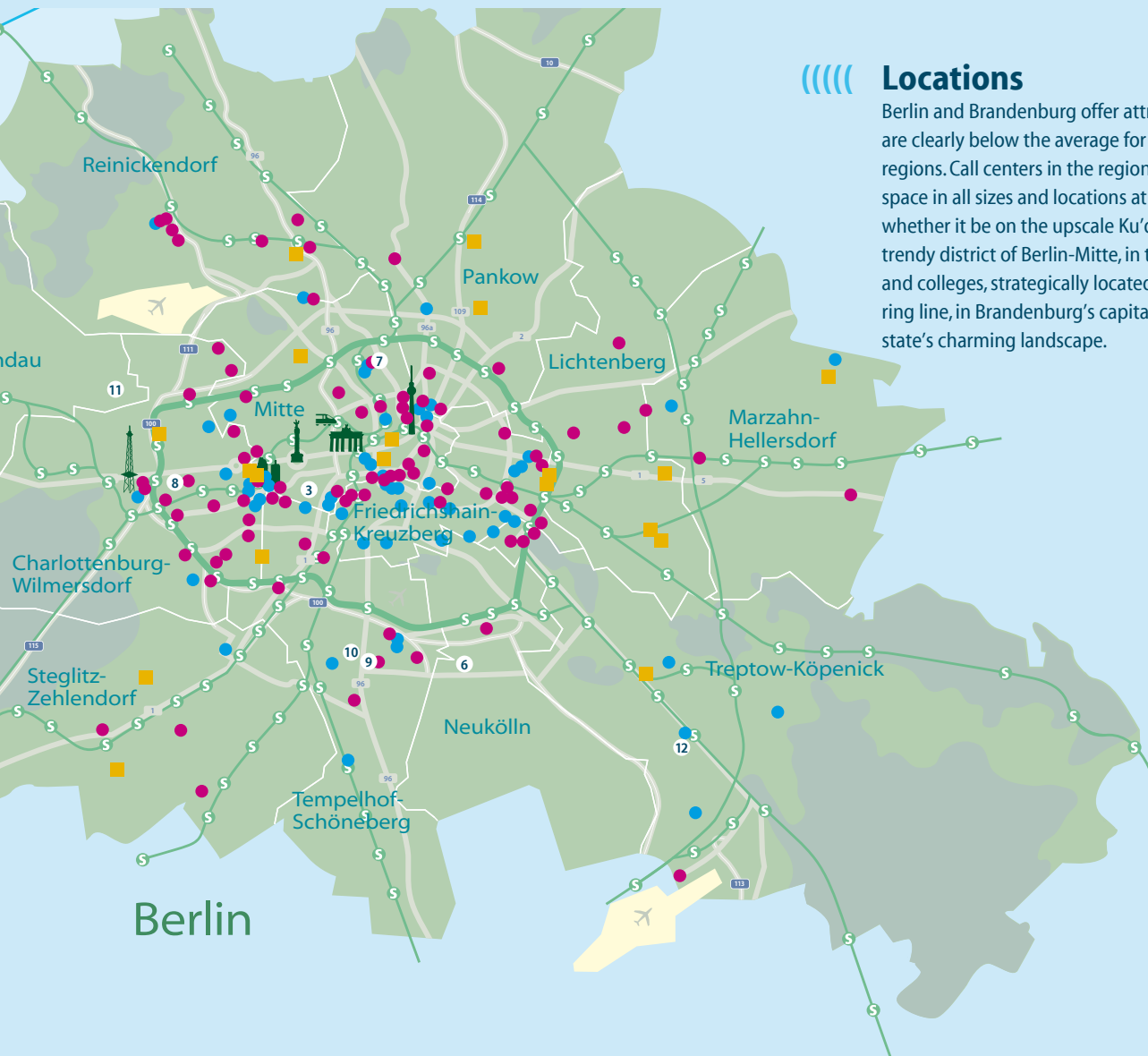
7 adm group in an historic industry loft in the Berlin district of Wedding



8 Bosch Communication Center Germany in the Berlin district of Charlottenburg



9 Deutsche Bank Communication Center in the historic Ullsteinhaus in the Berlin district of Tempelhof



Locations

Berlin and Brandenburg offer attractive rental rates that are clearly below the average for major European cities and regions. Call centers in the region have their pick of office space in all sizes and locations at almost unbeatable prices – whether it be on the upscale Ku’damm Boulevard, in the trendy district of Berlin-Mitte, in the vicinity of universities and colleges, strategically located along the city’s S-Bahn ring line, in Brandenburg’s capital city, Potsdam, or in that state’s charming landscape.



10 Gothaer Schaden-Service-Center in Berlin-Tempelhof am Teltowkanal



11 Sitel im Siemens Technopark Berlin in Berlin-Spandau



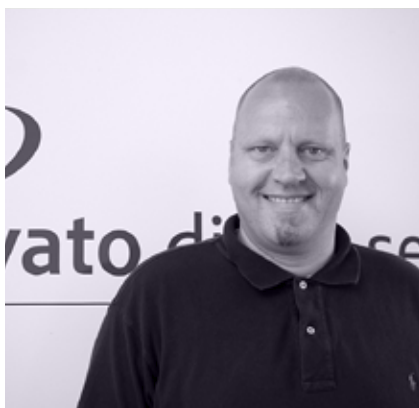
12 Lufthansa Global Tele Sales in Berlin-Adlershof



Frank Schleicher, Board Chairman, adm Group GmbH & Co. KG, www.adm-group.com "The adm group has been in Berlin for 10 years. When we set up our offices here in 1999, the most important factors for us were the region's excellent transport infrastructure, its multilingual workforce and favorable rental rates. We've never regretted our decision to locate in Berlin. Our offices continue to grow and have now become the adm group's management headquarters."

Richard Bartusch, Division Head arvato direct services, www.arvato-services.de

"arvato direct services now operates four major regional service centers in Cottbus, Senftenberg, Brandenburg a. d. Havel and Potsdam. Why? The answer is simple: the region offers us a large pool of qualified and well-trained employees for our expert client services. The support we receive from local authorities and institutions also continues to be outstanding."



Harry Wassermann, CEO, SNT Germany AG, www.snt-ag.de "With a workforce of over 2,400, Potsdam is our largest location. We also have 450 further employees in Berlin. This means that a majority of our national workforce of 4,600 is hard at work in the Berlin-Brandenburg region, which offers us excellent business conditions and, in particular, the qualified employees that we need to expand our business and enhance our long-term competitiveness."

Dr. Richard Brodkorb, Managing Director, walter services GmbH, www.walterservices.com

"Frankfurt (Oder) is one of our largest customer centers and a major strategic location for us. This is where we provide important clients from key industries with high-quality support and services. Our goal is to maintain and constantly expand upon this quality standard. In addition to our own employee recruitment program, we also cooperate effectively with local job agencies, recruiting consultants and the chamber of commerce."



Jens Schuffenhauer, Managing Director, Lufthansa Global Tele Sales GmbH, www.lufthansagts.de "Our offices in Berlin-Adlershof, which are strategically located near the future Berlin Brandenburg International Airport (BBI), offer us tremendous opportunities. The area has excellent transport connections, including direct access to the Autobahn and S-Bahn commuter lines. Also, our proximity to the campus of the 'Humboldt-Universität zu Berlin' (HU) ensures a steady flow of part-time employees."

Janine Woelki, Marketing and Public Relations Manager Central EMEA, Sitel GmbH, www.sitel.com

"We are a call-center service provider that operates on an international level, which is why Berlin's qualified, multilingual workforce is our most valuable asset. Many of our clients are global players that we work with in several different countries, i.e. in a diversity of cultures and markets. This is why Berlin's many universities and multicultural character offers us ideal conditions. Our ongoing long-term goal is to achieve a workforce of 1,000 employees."



Evelyn Borde, Call Center Head, Adecco Call Center Solutions GmbH in Wittenberge, www.adecco.de/ccs

"Adecco Call Center Solutions GmbH offers complex business process outsourcing solutions at our two locations as well as on a national level for in-house outsourcing projects. The strong regional networks in Wittenberge, where our offices have stood since 1997, ensure effective cooperation and innovative solutions. Our success is based, however, on our employees, all of whom are highly motivated and full of ideas and who work hard to ensure the quality of our services."



Georg Wessels, Head of the Bosch Communication Center Germany, www.boschcommunicationcenter.com

"The Bosch Communication Center is an international service provider in the field of business process outsourcing with 16 locations in nine countries, including our offices in Berlin. We draw on the expertise, flexibility and international character of our employees to carry out complex, cross-national projects. Berlin allows us to effectively combine this expertise with high-level language qualifications in an ideal manner."



Michael Hohenbild, Division Manager, Communication Center DB Direkt, www.dbdirektjobs.de

"Deutsche Bank's Telephone Client Service (TKS) is now celebrating the 10th anniversary of its offices in Berlin's historic Ullsteinhaus. For the past ten years, the TKS has stood for expertise and outstanding service quality. With the know-how of our employees, as well as with the help of new technologies, we continue to be ideally prepared for the complex demands of our clients. Berlin is an excellent location for young talent, and this plays a big role in our success."



Frank Buchholz, Managing Director of Gothaer SchadenService Center GmbH, www.gothaer.de

"Gothaer decided to concentrate its national center for claims management and private-patient regulation in Berlin, where we now have 200 employees. Although we train our staff ourselves, the relaxed job market in Berlin continues to be a definite advantage, especially in terms of qualified insurance experts. It allows us to expand in terms of growth and expertise."



Strategic Advantages for Call Centers

Facts and Services

(((Dedicated to Berlin-Brandenburg

According to the 2010 industry survey, 92 % of call centers would decide again in favor of locating in the capital region. The choice is obvious for several reasons:

- Strategic geographical location within Europe and direct proximity to Central and Eastern European markets
- Large pool of qualified and flexible employees including short-notice temp workers; high educational standards
- Agents speak accent-free German; international native speakers
- Over 180,000 students at 44 universities and colleges
- All the major personnel agencies on site
- Affordable office space available in downtown Berlin and the entire capital region
- 24/7 operation in Berlin is possible without special permission
- The most important telecom carriers and technology providers on site
- Berlin and Brandenburg: cultural metropolis and attractive rural region

(((Investment Made Easy

The capital region's two business development agencies, Berlin Partner GmbH and Brandenburg Economic Development Board (ZAB), offer comprehensive support during the establishment of your call center: professional, quick, with no red tape and free of charge.

- **Location** Facts and figures on the call center industry and the Berlin-Brandenburg business region
- **Personnel** Support in recruiting and training new staff
- **Real Estate** Assistance in locating properties and sites for sale or rent
- **Financing** Guidance on subsidies and financing opportunities
- **Contacts** to government agencies, banks, chambers of commerce, associations and business networks

(((Call Center Survey

A bi-annual call center industry survey is conducted by the two major regional business development organizations, Berlin Partner GmbH and Brandenburg Economic Development Board (ZAB). Contact us for a PDF copy of the complete survey.

Business Location Information

Berlin Partner GmbH and Brandenburg Economic Development Board (ZAB) provide a central online database consisting of the most important economic data on the region's call center industry.
www.businesslocationcenter.de/CallCenter | www.brandenburg-invest.de/callcenter

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In cooperation with the

Brandenburg Economic Development Board (ZAB)

On behalf of the

Berlin Senate Department for Economics, Technology and Women's Issues and the Brandenburg Ministry of Economics and European Affairs

Editor: Nikola Wohllaib

Design: Fuenfwerken Design AG

Translation: The Hagedorn Group

Photos:

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© December 2009

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