

# Call Centers

## in the Berlin-Brandenburg Capital Region

### The 2010 Call Center Survey

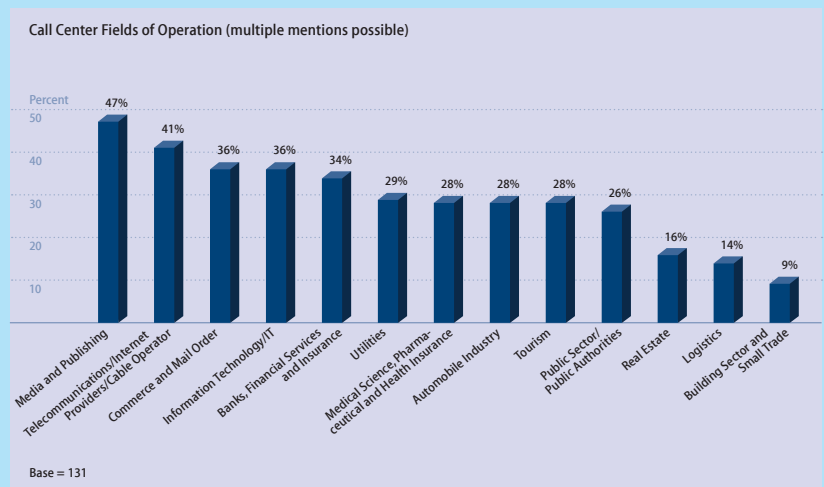
The capital region's two business development agencies, Berlin Partner and the Brandenburg Economic Development Board (ZAB), regularly conduct comprehensive industry-wide surveys as part of their campaign to promote the call center industry as a strategic growth cluster in Berlin-Brandenburg. The most important results of the current survey are summarized for you here.



#### Call Center Region

With more than 240 call centers and a workforce of 25,000, the Berlin-Brandenburg capital region is one of the leading locations for call centers in Europe. Roughly 44% of regional call centers are active as agencies, with 29% working as in-house call centers and 26% as in-house call centers with external customer contracts.

#### Industry Structure



#### Service Languages



#### Focus of Operations

- Call Center operations focus on the following areas:
- Customer service
  - Complaint management
  - General- and product information
  - Order processing
  - Sales & customer acquisition
  - Tech support and service

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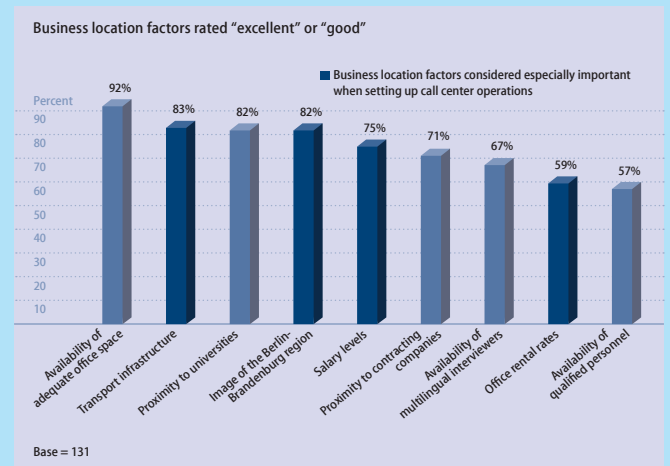
## Share of Call Centers by Company Size



## Employees

- Work space factor 1.3
- 70% of employees are women
- Employee turnover in the past 12 months: Fewer than 5% at more than half of all call centers

## Strategic Location Factors



92% of call centers in Berlin-Brandenburg would decide again in favor of locating in the capital region.



To receive the complete survey in PDF form, please contact one of the following regional partners:

**Survey Contents +++ Call Center Locations +++ Facts and Figures +++ Highlights +++ Call Center Types +++ Fields of Operation +++ Business Fields +++ Employees Listed by Industry +++ Service Languages +++ Service Markets +++ Strategic Location Factors +++ Call Centers and Employees Listed According to Company Size +++ Labor Structure +++ Call Center Development +++**

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