



Woman with headset | © gettyimages.com/Flying Colours Ltd.

Contact Center Industry

Reap the Benefits of Germany's Diverse, Booming Market

Germany's contact center industry is booming and helping companies worldwide with their CRM needs in Europe and abroad.

Germany offers a highly skilled, committed, and diverse labor force at competitive prices. With a large pool of foreign language native speakers, Germany is also an excellent location to service not only the German-speaking markets, but also other markets in and outside of Europe. The nation's state-of-the-art infrastructure and abundant real estate options round off Germany's attractive package as a business service location.

Publication



Fact Sheet: Business Services in Germany | © GTAI

Fact Sheet - Business Services

Germany is one of Europe’s biggest business services markets, with the country recording constant growth over the past decade.

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Our Industry in Numbers

- Constant growth rates over the last years
- Over EUR 21 billion in annual revenues
- About 540,000 employees working in 7,000 companies
- Call Center Ranking 2018 by turnover (Source: Call Center Profi, Top 10):

Company	Annual Turnover (in €)	No. of Seats
Sitel	1,443,090,000	3,755
Arvato CRM Solutions	1,326,700,000	11,220
Capita Europe	299,728,000	6,495
Bosch Service Solutions	282,160,000	2,668
STRÖER Dialog Group	273,582,168	6,550
Teleperformance Germany	214,201,569	10,000
Webhelp Holding Germany	201,000,000	5,800
Convergys	176,006,163	6,700
regiocom / snt Deutschland	162,015,630	7,045
SYKES Enterprises	72,400,000	2,271

Market | Personnel | Incentives

Nearly 100 million strong, the German-speaking market is the largest in Europe. The market includes not only Germany, but also Austria, most of Switzerland, and parts of northern Italy.

Germany offers a vast pool of highly qualified, culturally-attuned, and flexible agents, available on short notice, with strong command of German and foreign languages.

Germany offers numerous incentives for all investors - regardless of whether they are from Germany or otherwise. There is a large selection of programs designed to support a wide variety of business activities at different stages of the investment process available. Support ranges from cash incentives for the reimbursement of direct investment costs to incentives for labor and research and development (R&D).



Marc Rohr | © GTAI/Illing & Vossbeck Fotografie

"The optimal cost/quality balance offered by German contact centers is always a welcome surprise to our clients."

Marc Rohr / Director Digital & Service Industries

Physical Infrastructure | Stable Investment Environment

We offer an extensive and comprehensive logistics infrastructure that integrates state-of-the-art transportation networks with the most modern telematics, IT, and telecommunications systems. Highly competitive real estate costs make Europe-wide service from Germany affordable.

Social, economic, and political stability provide a solid base for your corporate projects. Our judiciary and civil services are highly professional. Contractual agreements are secure, and intellectual property is strictly protected in Germany.

Testimonial | Christian Steinebach, Managing Director Germany & Eastern Europe, Sitel GmbH



Christian Steinebach, Managing Director Germany & Eastern Europe | © Sitel GmbH/GTAI

"Companies will continue to look at outsourcing as a way to better manage both their customers and their costs. It is Sitel's job to offer services that meet these customer demands. Moreover, as a customer service and business process outsourcing provider with more than 30 years of experience, we have a responsibility to add value to our clients' business and to innovate. Delivering on this vision means an investment in technology, a truly omnichannel approach, developing our capabilities, and exploring near adjacent opportunities." (2015)



Dr. Josefine Dutschmann
| © GTAI

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