

# Callcenter Location Saarland

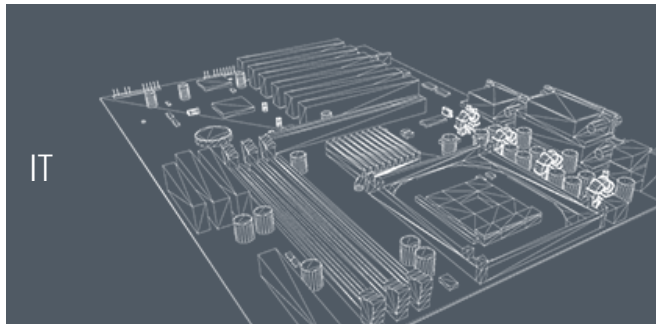


# STRONG INDUSTRIES ON A GROWTH CURVE

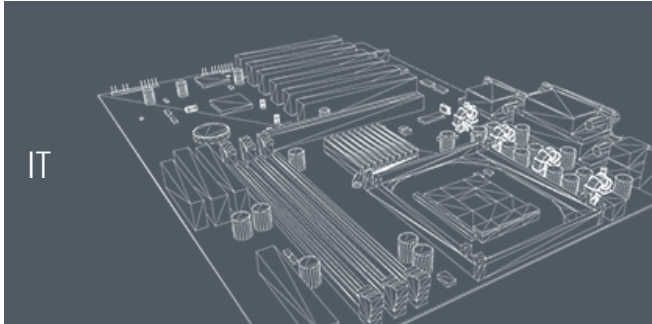
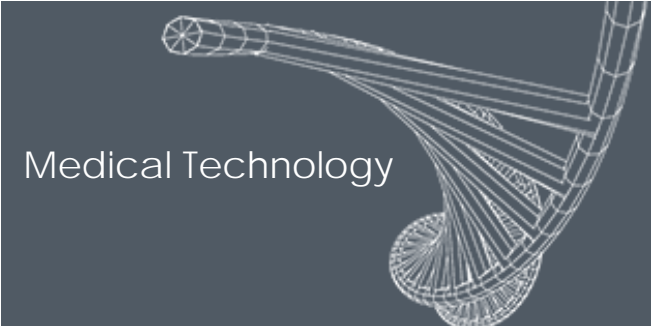
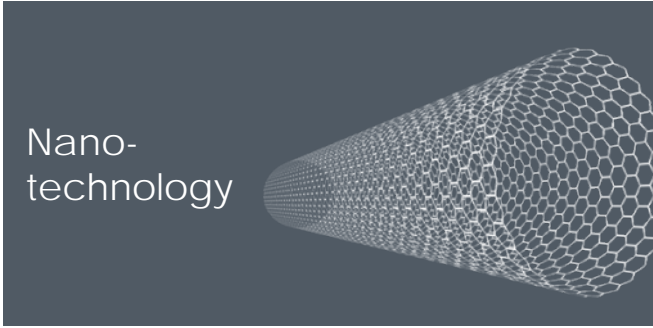
All signs point toward success: whether it is location, infrastructure, cost/performance ratio of properties and spaces, availability of a qualified labor force or political support: in Saarland, investors find ideal conditions.

No wonder manufacturers and industries of the future grow so successfully here with us.

Saarland is the third-largest automotive location in Germany. It is among the best IT research locations in Europe and a pioneer of nanotechnology.



# STRONG INDUSTRIES ON A GROWTH CURVE



# SAARLAND AS A CALL CENTRE LOCATION

One-Stop-Shopping: Saarland is a call- and service center location of the first hour and has established itself as a prime location for this branch.

- One-stop shopping for potential investors: provision of real estate (by the Saarland Development Corporation, SBB ),
- Organization of contacts to major decision-makers (e.g. ministries, German/French employment agencies, education and training institutes, service providers)
- Availability of skilled staff thanks to quality education and training possibilities
- Saarland is the German leader in the development and carrying out of public certificates. Certificate seminars are being successfully developed and offered by the CallCenter Akademie Saarland.
- In comparison to other German states, staff fluctuation rates in the Saarland's call center industry are relatively low.
- The proximity to France assures an easy access to French native speakers.



40 companies  
4,000 employees

# CALL CENTERS AT THE LOCATION (SELECTION)











			
			
			
			

The positive development of the local callcenter industry certainly shows the sustainability of the callcenter strategy of gwSaar respectively the Saarland Government.










Besides relatively favorable wages and prices for commercial property and the proverbial `short ways` in Saarland, the relatively easy access to French native speakers is another important factor speaking for the location Saarland. Customized cooperations with training institutions round off the image.

40 companies  
4,000 employed

# CONVINCED OF THE LOCATION ARE (SELECTION):

	Name	City	Activity
	Adler Vertriebs GmbH & Co. Werbegeschenke KG	Saarbrücken	Marketing service center - giveaways
	Arvato direct services Eiweiler GmbH	Eiweiler	Callcenter services
	comintel	Saarbrücken	Callcenter services
	CosmosDirekt	Saarbrücken	Service center for insurance customers
	Energis	Illingen	Energy market
	Fröhlich und Walter	Saarbrücken	Customer service - EDP supplies
	Lands' End GmbH	Mettlach	Service center for mailorder customers
	Mercedes-Benz Bank AG Kundenservice Center	Saarbrücken	Service center for leasing, financing, insurance + finan- cial investments for private and corporate customers
	Otto Call Center	Saarbrücken	Callcenter services
	Pluscard Service	Saarbrücken	Credit card processing

# CONVINCED OF THE LOCATION ARE (SELECTION):

	Name	City	Activity
	Saarbrücker Media Verkaufsgesellschaft	Saarbrücken	Service provider in the publishing branch
	SAR. Agentur	Saarbrücken	Agency, publishing house, commercial promotion
	Service Planet GmbH	Saarbrücken	After sales service for electrical devices
	Sparda – Telefonservice	St. Ingbert	Inbound, outbound, direct marketing, training & coaching
	Telcon Gesellschaft für Telefonmarketing & Consulting mbH	Saarbrücken	Callcenter services
	Teleperformance Deutschland	Homburg	CRM and contact center services
	UKV Union Krankenversicherung AG	Saarbrücken	Service center for insurance customers
	Victor's Unternehmensgruppe	Saarbrücken	Germany-wide service hotline for facilities for seniors / hotels
	ZWF Digitale Informations-Technologie GmbH	Saarbrücken	Hotline - information technology

# IHK CERTIFICATION OPTIONS

<b>Management qualifications</b>	Service Center Manager* (210 SU)		Service Center Healthcare Manager* (200 SU)		
<b>Special qualifications</b>	Call Center Trainer * Junior Trainer* (200 SU)	Communications Coach * (54 SU)	ServiceCenter Controller* (74 SU)	Corporate Health-care Manager* (76 SU)	Competence in conversation techniques for HR consultants* (70 SU)
<b>Continuing qualification</b>	Team Leader (Call Center) (210 SU)				
<b>Basic qualifications</b>	Call Center Agent (210 SU)		Customer Advisor* (76 SU)		

\*These seminars were developed by the CallCenter Akademie Saarland in cooperation with the Saarland Chamber of Commerce and Industry (IHK)

SU = Seminar units (45 minutes)



# CLOSE COOPERATION OF EDUCATIONAL INSTITUTIONS AND PRIVATE INDUSTRY

Hochschule für  
Technik und Wirtschaft  
des Saarlandes  
University of Applied Sciences



- Career-integrated 'Service Center Management' study
- Teaching provided by university professors and experienced practitioners from the industry
- Cooperation with the Chamber of Industry and Commerce: development of national service centre qualification certificates
- International cooperation: e.g. qualifications for the Chambre de Commerce, Nancy (France)
- Cooperation with companies

[www.callcenterakademie-saar.de](http://www.callcenterakademie-saar.de)

[www.htw-saarland.de](http://www.htw-saarland.de)

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