

PRESS RELEASE

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CallCenterWorld© 2010 closes on a high and reveals attitudes to multichannel communications

Once again, the international contact centre exhibition and conference saw record numbers of visitors through its doors. 7,500 visitors and 242 exhibitors (2009: 250) from 13 countries attended the three day event in Berlin, making it the largest industry event in Europe.

"I would like to thank all our exhibitors, conference participants and trade show visitors for supporting CallCenterWorld", said Sigrid Bauschert, chair person of organiser Management Circle AG. "Set against the current economic climate, the response from the industry to participate in such impressive numbers resulted in another great success for our exhibition and conference."

Interactivity, multichannel communications, knowledge exchange and networking at various day and evening events were again key features of CallCenterWorld 2010.

For the first time ever, CallCenterWorld utilised an electronic voting system to allow interactivity with the conference participants on selected key topics with interesting results.

Around 80 percent of the conference delegates agreed with the assumption that additional legal constraints will limit telephone sales opportunities in the business-to-consumer sector.

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The delegates were not so certain whether, in future, the telephone as a communication tool will lose favour against other channels such as email, chat and SMS. 52 percent through this would be the case, whereas 42 percent disagreed and some abstained.

Corporate blogs were also discussed and 66 percent revealed that they currently had no blog in use. 24 percent stated they were already actively using a blog, 8 percent are currently planning to introduce one whereas 2 percent had no plans at all to incorporate this medium in their communications mix.

It became apparent during the social media panel that using this communication method is not yet common practice in organisations: 30 percent have not been affected by customer communication 2.0 in their daily work, and only 3 percent stated that they have already embraced interactive customer communication.

One of the highlights of CallCenterWorld is the annual presentation of the CAT-Award, the highest accolade of call centre management in German speaking countries.

This year, for the first time, the awards in categories Gold, Silver and Bronze were not country specific.

Claudia Derkum, head of operations of SNT Deutschland AG received the Gold CAT-Award for the expansion of an inbound call centre into a successful sales channel. Rüdiger Ratte, manager of ADT Service-Center GmbH was awarded the Silver CAT-Award for the set up of professional call centre structures as part of a reorganisation.

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The Bronze CAAt-Award went to Lars Sandte, head of telesales/marketing of Camfil KG. The judges recognised the successful establishment of an independent telesales department to service SME customers.

Next year CallCenterWorld will again take place in the Estrel Convention Center in Berlin from 21 to 24 February 2010.

Image Caption: CAAt-Award Winners 2010 (left to right) Lars Sandte, Claudia Derkum and Rüdiger Ratte

[More high resolution images of CallCenterWorld 2010 are available in the Download Area](#)

Further details about the 2010 conference and exhibition are available at <http://www.callcenterworld.de/en>

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About CallCenterWorld

CallCenterWorld is Europe's largest international conference and exhibition for the contact and customer management industry. In 2010 the event attracted 242 international exhibitors and 7,500 trade visitors. Each year the conference and exhibition takes place in the Estrel Convention Center in Berlin, Europe's largest convention, entertainment and hotel complex. For further information visit www.callcenterworld.de/en or call the information hotline +49 (0)6196 4722-805.

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