

Magdeburg im Dezember 2024

German Outsourcing Specialist Opens Third Customer Care Site in Greece

Grand Opening in Serres

With a festive inauguration in the presence of clients and local dignitaries, the German service provider regiocom Customer Care has launched its third site in Greece. Employees at regiocom's service centers deliver customer service for German companies.

"In Greece, we consistently find new colleagues who are a great fit for our team, while the job market in Germany is often overstretched," said Dirk Moritz, CEO of regiocom Customer Care, during his welcome address.

regiocom opened its first service center in Alexandroupolis in late 2022, followed by a second in Thessaloniki, and now the third in Serres. "At each location, we find well-trained employees who speak German and enjoy engaging with customers," explained Dirk Moritz. "This has been a key factor in our decision to expand our business into Greece."

Currently, the three Greek locations employ 250 staff members, "and the number is growing," Moritz emphasized. "The service quality is so high that more and more clients are expressing interest in our Greek centers."

Locally, regiocom is recognized as a significant employer and economic contributor. "We have been warmly welcomed in Serres and received tremendous support. I want to express my heartfelt gratitude to our local supporters," said the CEO.

The Serres site is unique in the service center industry: it is a joint venture between regiocom and Vodafone Germany (not to be confused with Vodafone Greece), with both partners holding equal stakes. This collaboration is visibly reflected in the building's façade—Vodafone's red on the left, regiocom's blue on the right. At night, the illuminated logos of both companies shine prominently from the rooftop.

This dual branding extends throughout the interior as well. The former wedding hall has been transformed into a state-of-the-art facility: three floors, modern design, vibrant colors, and spacious workstations.

For regiocom and Vodafone, the Serres center serves as a pilot project. "Our goal is to provide the best customer service in the world to Vodafone's German cus-

tomers from Serres,” said Tim Schneider, Vodafone’s Division Manager, during the opening ceremony. “It’s not enough to build an attractive center. We need well trained and highly motivated employees on the line who give their best for our customers every single day.

To achieve this, experts from both companies have developed an innovative concept now being implemented in Serres. It focuses heavily on team collaboration,



Abb. The new center from regiocom and Vodafone

incorporates modern training methodologies, offers diverse career opportunities, and includes an attractive bonus system.

Vodafone, a leading telecommunications provider, and regiocom, a customer service specialist, have been working together for nearly 15 years and have combined their expertise for this unprecedented project.

regiocom Customer Care is part of the Magdeburg-based regiocom Group, which employs over 6,500 staff across more than 25 sites in Germany, Bulgaria, Greece, and Turkey, making it Germany’s largest owner-managed service provider. Among its clients are leading German companies, including Vodafone Germany.

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