



# Communication Center im Multichannel Marketing (German Edition)

*Daniel Schrul*

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Hochschule Bremerhaven, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Ein Jahr nach der Erfindung des Telefons (1876), durch Alexander Graham Bell, wurde das erste Call Center gegründet.

Mitte der 80iger Jahre entstand in Deutschland ein regelrechter Boom in der Call Center Branche. Die verschiedenen Kundenfragen, -wünsche und -beschwerden wollten die Unternehmen ernst nehmen. Anfangs durch große Großraumbüros mit vielen telefonierenden Mitarbeitern und lauter Geräuschkulisse charakterisiert, entwickelten sich die Call Center bis heute zu Communication Centern weiter. Ziel war es den bestehenden Kundenservice zu verbessern, vorhandene Kunden weiter zu binden bis hin zur Neuakquisition von Kunden. Die Call Center haben die Wichtigkeit des Multi-Channel-Marketings erkannt und entwickelten sich weiter zu Communication Center.

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