



PRESS RELEASE

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Customer Service Valley on course just one year after signing covenant

Exactly one year ago, Vodafone, QPark, Arvato Bertelsmann, the Municipality of Maastricht, and the academic institutes Arcus, Leeuwenborgh, and Zuyd University of Applied Sciences signed a covenant at Maastricht's city hall. This triple-helix collaboration known as Customer Service Valley aims to strengthen South Limburg's position as a customer service region through training programmes, knowledge exchange, innovation, and the further professionalization of the customer service field. One year after the covenant was signed, the partners are satisfied with the results achieved so far.

The first year focused primarily on improving the image of the customer service field and launching two intermediate vocational education programmes. The business community is showing increasing interest in Customer Service Valley and potential employees are visiting the Customer Service Valley website more frequently. Here, they can log in to the innovative job application tool TalentPitch. In March, Customer Service Valley plans to start a recruitment and branding campaign that focuses on attracting new employees to South Limburg's customer service sector. The official kick-off was held on 30 September 2015, seven months after the covenant was signed and just six short months ago. While it's too early to provide any concrete figures, the initial results are expected to be published before the summer. The primary goal of Customer Service Valley is to expand the workforce from 5,000 to 6,000 over the next three years.

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