

Market Description 2025/2026 and Sales Basis

German-Speaking Customer Service, Quality, and Sales Training

Strategic Business Foundation and Presentation for Markus Goffin

Purpose of this Document:

This document aims to present the market logic behind a training and consulting service for German-speaking customer service in 2025/2026 in a clear, robust, and commercially viable manner. It is based on current 2025/2026 trends in customer service and the professional profile of Markus Goffin, who brings over 35 years of experience in sales, training, quality, communication, and operational excellence.

Date: April 2026

1. Executive Summary

The customer service and contact center market in 2025/2026 is evolving not only technologically but structurally. Automation, self-service, AI-powered responses, and agent-assist tools are shifting human work away from simple standard inquiries toward complex, emotional, explanatory, and economically relevant customer interactions. This trend increases the value of professional communication, structured approaches, empathy, quality thinking, and linguistic-cultural security. These developments are not theoretical; they are supported by leading CX and labor market reports [Q1][Q2][Q3][Q4].

Companies serving German-speaking customers, or operating from Romania for the DACH region, face clear pressure to act. Investments in technology alone, without strengthening the quality of human interactions, risk creating a gap between efficiency and real customer experience. German customers expect rapid access, clarity, professional language, multi-channel consistency, and security in tone. Market data shows that empathy and meeting customer expectations remain weaknesses for many service organizations [Q1][Q5][Q6].

Markus Goffin's business idea addresses precisely this intersection. It combines German-language communication quality, service excellence, quality management, sales psychology, and operational training into an offering that provides measurable value for call centers, banks, BPOs, shared service centers, customer service teams, sales organizations, and DACH-oriented operations in Romania.

According to his CV, Markus Goffin brings over 30 years of experience in management, sales, training, brand building, and organizational development, including roles as Certified Process Trainer, Certified Quality Analyst, Technical Trainer, Business Consultant, and current work in regulated collections and recovery for the German market. His profile uniquely combines sales acumen, training expertise, quality orientation, German-language precision, operational KPI experience, and the ability to enable people in addition to understanding processes [CV].

Core Thesis: In 2025/2026, the trainer who succeeds will not be the one who conveys the most theory, but the one who helps organizations professionalize human conversation quality where automation reaches its limits. For German-speaking service environments, this is especially relevant, and Markus Goffin is credibly positioned to meet this need.

2. Market Overview 2025/2026: Implications for Customer Service, Call Centers, and Service Organizations

The years 2025 and 2026 mark a transition in customer service. Major efficiency gains are increasingly realized through AI, automation, and digital assistants, while remaining human contacts become more demanding, sensitive, and economically significant. Companies can no longer rely solely on traditional product training. What is required is the combination of technical understanding, conversational leadership, quality assurance, and targeted employee enablement.

2.1 AI Automates Standards – Humans Handle the Critical Remainder. AI Drives Efficiency – But Increases the Importance of Human Interaction

PwC Germany describes a direction for the contact center market in which up to 80% of customer inquiries could be answered through automation in the future [Q2]. Zendesk shows for 2025 that companies are expanding AI copilots and autonomous service models, while 73% of agents believe that AI support will enable them to handle complex cases more effectively [Q3]. McKinsey and other sources additionally highlight measurable productivity gains from generative AI, such as faster summaries, improved knowledge preparation, assistance with response drafting, and reduced handling time [Q4][Q7].

At first glance, this sounds like efficiency for companies. However, the strategic consequence is far more important: when standard inquiries are automated, human agents are left primarily with conversations that are particularly critical from the customer's perspective. These include escalations, complaints, cases requiring explanation, exceptions, misunderstandings, sensitive issues, uncertainty in decision-making, or situations where trust needs to be built. In other words, the number of simple interactions decreases, while the importance of each remaining conversation increases.

This development significantly changes skill requirements. It is no longer sufficient to simply memorize processes. Employees must learn to remain calm under pressure, communicate in a structured way, argue clearly and precisely, manage expectations, use de-escalation techniques, and at the same time create a professional and brand-consistent customer experience. This is exactly where the market for high-quality training emerges—not as an add-on, but as a necessary response to the shift from quantity to quality.

2.2 Human Contact Remains – and Becomes More Valuable for Complex Cases. AI Does Not Fully Replace Human Communication

The use of AI does not lead to the complete replacement of human communication. On the contrary, Qualtrics reports in its *Contact Center Trends 2025* that 61% of consumers prefer to complete tasks through human channels, and 74% would rather speak with a human for problem-solving or technical support [Q1]. At the same time, the report shows that consumer acceptance of AI in customer service is not unlimited; consumers differentiate very clearly between simple tasks and situations that require understanding, contextual judgment, or trust [Q1].

This observation is particularly relevant for German-speaking markets. German customers often evaluate service heavily based on clarity, reliability, professional competence, and precise language. This means that even if a company is technologically advanced, the quality of human interaction often determines customer satisfaction, loyalty, referrals, and complaint costs at the critical moment of contact.

From a market perspective, this creates a paradoxical yet opportunity-rich environment: the more digital the service becomes, the more valuable employees are who can handle difficult conversations visibly better. Training in this environment is not about competing with technology, but about preparing employees for the areas where human presence remains indispensable.

2.3 Speed, Structure, and First Contact Resolution Become Competitive Factors. Customer Experience in 2025/2026: Beyond Friendliness

In 2025/2026, customer experience is defined not just by friendliness, but by the interplay of accessibility, clarity, resolution path, and time to final resolution. Research from Qualtrics shows that a positive contact center experience correlates with stronger customer loyalty, while unresolved or repeatedly escalated issues create significant friction [Q8]. Additionally, the Customer Service Barometer for Germany highlights that expectations for response speed are high: one-third of respondents expect a phone response within one minute, and emails should be answered within 24 hours at the latest [Q6].

This points to a second central market trend: it is no longer just about speed in the sense of “respond quickly,” but about structured conversation management that leads quickly to the right solution. First Contact Resolution (FCR) therefore becomes a key metric, even if companies label it differently internally. Employees require not only knowledge, but also conversation logic: How do I open a call? How do I structure the clarification? Which questions are most effective? How do I confirm understanding? How do I hand over properly? How do I close confidently?

This competence can be trained. And this is precisely where economic value arises: fewer repeat contacts, lower escalation costs, higher processing reliability, reduced mental stress for agents, and a more stable perception of service quality for the customer.

2.4 Empathy, Tone, and Expectation Management Are Measurable Quality Factors. Empathy Is No Longer a 'Soft Topic' in Customer Service

Multiple sources from 2025 and 2026 indicate that empathy in customer service is no longer a “soft topic,” but an integral part of economic performance. KPMG Germany notes for the German market at the end of 2025 that while processes are often perceived as efficient, there are simultaneous deficits in empathy and expectation management [Q5]. Similarly, Qualtrics shows that agent knowledge and helpfulness are key drivers in the perception of customers [Q1].

For service organizations, this is a crucial insight: purely factually correct statements are insufficient if delivered in the wrong tone, without understanding, or without visible ownership. In German-language customer interactions, phrasing can quickly come across as too direct, cold, or dismissive—even if technically correct. The difference between average and excellent service often lies in subtle nuances: “That’s not possible” versus “I’ll gladly check that for you”; “I’m not responsible for that” versus “I will find out who the right contact is for you.”

This difference can be trained. It does not require acting skills, but rather professional language patterns, situational sensitivity, and a clear understanding of how customers perceive confidence and reassurance. In this way, tone becomes a lever for quality—and quality itself becomes a training field that directly impacts customer satisfaction and brand perception.

2.5 Omnichannel is an Expectation, Not a Buzzword. Customers Naturally Switch Between Multiple Channels

Today, customers seamlessly switch between phone, email, chat, messenger, self-service, and callback options. The challenge for many companies is that these channels are often still managed separately internally, while customers expect a unified experience. According to

Qualtrics and Zendesk, 2025 shows a trend toward more interconnected service processes, where AI, copilot assistants, customer intelligence, and cross-channel support converge [Q1][Q3]. The German Customer Service Barometer further notes that accessibility and response speed trigger very specific expectations depending on the channel [Q6].

For companies, this means employees must do more than simply handle phone calls well. They need to deliver consistent quality across multiple channels, including style, clarity, resolution confidence, documentation, handovers, and linguistic consistency. A modern training offering, therefore, should not be limited to "phone training," but must take a cross-channel approach: phone, email, chat, written correspondence, escalation communication, follow-up, and closure.

This is a significant competitive advantage, especially for organizations in Romania serving German customers. If a team communicates consistently, professionally, and courteously in German across all channels, a cost-focused location transforms into a quality hub. This represents one of the strongest sales arguments for this business idea.

2.6 Quality Over Quantity: The Market No Longer Rewards Volume Alone

Another trend in 2025/2026 is the shift from pure volume management to higher-value service performance. While metrics such as AHT (Average Handling Time), utilization, accessibility, or productivity remain relevant, they lose significance if considered in isolation. PwC USA explicitly warns in 2026 against measuring only individual interactions and speed, as this can obscure the true customer journey [Q9].

This is a key market insight for training and quality management. Companies need employees who do not merely handle more calls, but who conduct better conversations, identify risks early, stabilize customers emotionally, document accurately, and mitigate escalations wherever possible during the first contact. In this way, quality becomes not a downstream control, but an operational core competency.

For Markus Goffin, this is exactly a strong playing field. His profile combines hands-on training experience with quality expertise and operational experience in service- and compliance-sensitive environments. He is therefore able not only to train employees to "speak more politely," but also to teach service quality as an integrated system.

3. Implications for Companies in Romania Serving German Customers

Romania has long been an important hub for BPO, Shared Services, Customer Support, Backoffice, and multilingual customer service. The market benefits from language skills, proximity to the EU, time zone compatibility, and comparatively efficient cost structures. At the same time, the expectations of many clients in the DACH region are rising: providing German-language capacity alone is no longer sufficient. What is expected is service quality, consistency, empathy, sales competence, cross-channel stability, and cultural alignment.

For many companies, this creates a practical challenge: employees often have basic language skills and process knowledge, but not always the fine-tuned communication proficiency that German customers expect in demanding situations. It is not necessarily a lack of effort, but

rather a lack of conversation architecture, tone, confidence, structure, and professional de-escalation.

From this, a clear market opportunity emerges. Companies in Romania serving German customers can enhance their competitiveness by strategically investing in German-language service and quality training. The impact is twofold: externally, better customer experiences; internally, higher confidence and professionalism within the workforce.

4. Who Markus Goffin Is – Why This Offering Is Credible

Markus Goffin brings over 30 years of experience in sales, leadership, brand development, project management, communication, training, quality work, and operational control [CV]. He has, according to his CV, an exceptionally broad profile. He possesses more than three decades of professional experience in sales, corporate management, brand development, project management, communication, training, quality assurance, and operational leadership [CV]. Early in his career, he assumed entrepreneurial responsibility, managed a traditional family business in the luxury segment, developed sales and brand strategies, trained employees, and transformed complex customer experiences into long-term client relationships [CV].

His career in sales is not a peripheral aspect, but a key differentiator. Many trainers can convey content, but few can simultaneously integrate service, sales, quality, and communication. Markus Goffin understands customer dialogue not only from a theoretical perspective, but also from sales-oriented, consultative, and quality-critical environments. This makes him particularly valuable for companies whose service conversations have a direct impact on customer loyalty, trust, cross-selling, or complaint costs [CV].

In recent years, his profile has been further professionalized. He worked as a Certified Process Trainer and Certified Quality Analyst at IGT Solutions, including for clients such as British Airways and Lufthansa, developed comprehensive training programs, implemented quality measures, analyzed customer satisfaction drivers, created e-learning modules, and supported teams in service excellence, feedback integration, and conflict resolution [CV]. Previously, he served as a Technical Trainer at TCL and as a Process Trainer at Genpact and WIPRO, combining expertise in training, process documentation, performance management, and quality improvement [CV].

Currently, Markus Goffin also works in the regulated collections and recovery environment at Ford Bank Romania for the German market, including documentation, customer communication, legally sensitive cases, data management, portfolio work, and cross-functional collaboration [CV]. This environment is particularly valuable as a reference because it demonstrates that he is capable not only in “soft” training contexts but also under regulatory, quality-critical, and economically sensitive conditions [CV].

His profile can therefore be summarized as follows: sales professional, certified trainer, quality-oriented process expert, German-language communication specialist, and operationally credible practitioner. It is precisely this combination that makes the offering market-ready.

5. How Markus Goffin Can Help Companies

The business idea should not be positioned as general language training, but as performance-oriented business training for German-speaking customer interactions. This makes the value for companies immediately visible. The goal is not to speak German more “beautifully,” but to guide customers professionally, improve service quality, reduce errors, and build brand trust.

A possible service portfolio can consist of several modules:

1. **Service Excellence Training for German-speaking Teams:** This includes conversation structure, tone, empathy, expectation management, clarity, complaint handling, written professionalism, and cross-channel consistency.
2. **Quality and Coaching Modules for Team Leaders, QA, and Operations:** This covers evaluation logic, calibration, feedback culture, error patterns, coaching moments, and KPI-driven quality improvements.
3. **Sales-adjacent Communication Modules:** For service conversations that also contain up-selling or cross-selling potential.
4. **Tailored Training for Specific DACH Contexts:** Such as airline, travel, banking, insurance, BPO, automotive, or shared services.

His added value lies not only in knowledge transfer but also in translating between process and practice. Employees do not need abstract models, but practical formulations, workflows, language patterns, call structures, written templates, real-life examples, and concrete correction points. This is exactly where Markus Goffin excels, as he understands training, processes, quality, and the realities of customer interaction simultaneously.

Additionally, he can support companies in developing service-oriented **Corporate Communication:** Which language is appropriate for German customers? Which formulations build trust? Which standards should apply consistently across email, phone, chat, and escalation scenarios? How are these standards embedded in training, quality, and coaching? This is a valuable additional offering.

6. Impact on the Company: Economic Benefits, Quality Gains, and Differentiation

The value of such a training offering is particularly compelling for companies when it is described not just pedagogically but also from a business perspective.

First Impact: Improvement of the customer experience. Better-structured, friendlier, and more confident interactions increase the likelihood that customers feel understood, attribute competence to the company, and experience less frustration. Since contact center experiences are clearly linked to loyalty behavior according to Qualtrics, this effect is not just soft but business-relevant [Q8].

Second Impact: Reduced friction costs. Unclear conversations generate follow-up questions, repeated contacts, escalations, and rework. When a team learns to open conversations cleanly, clarify effectively, demonstrate responsibility linguistically, and close professionally,

unnecessary follow-up contacts decrease, and processing reliability improves. This reduces the workload for operations, QA, team leaders, and, if applicable, complaint departments.

Third Impact: Brand trust. In German-speaking service contexts, professionalism is strongly perceived through language. A company that consistently delivers high-quality German-language customer experiences from Romania is seen not as “cheap offshore support” but as a competent, professional partner. This is a crucial leverage point, especially in the BPO or shared-services environment.

Fourth Impact: Internal controllability. A well-structured training program provides not only motivation but standards. These standards can be translated into QA sheets, coaching logic, onboarding programs, and calibrations. Training thus becomes a scalable management instrument rather than a one-time event.

Finally, Sales Effect: Where customer service and sales intersect, effective communication improves not only satisfaction but also loyalty, contract renewal rates, solution acceptance, and likelihood of additional sales. Markus Goffin can credibly demonstrate this connection, as he comes from a sales background [CV].

7. Impact on Employees: Confidence, Motivation, Quality, and Stress Reduction

High-quality training impacts not just external outcomes but primarily the internal team. Many service employees experience uncertainty: How do I phrase things correctly? How do I stay friendly with a difficult customer? How do I deliver negative information without triggering escalation? How do I maintain structure while handling multiple systems? How do I meet quality standards without sounding unnatural?

When training addresses these questions practically, it produces a direct psychological effect: confidence. Employees feel less exposed when they have linguistic tools, clear conversation logic, and transparent quality criteria for critical situations. This reduces stress, improves self-efficacy, and increases the likelihood of maintaining professionalism under pressure.

LinkedIn emphasizes in its 2025 Workplace Learning Report that investments in learning and career development are increasingly linked to productivity, profitability, and retention [Q10]. Gallup (2026) shows that engaged employees are much more likely to take responsibility for product and service quality than disengaged employees [Q11]. Hence, good training is not just knowledge transfer—it is a cultural contribution. It signals to employees that professionalism is learnable and that the company invests in their development.

For team leaders and QA, there is also relief. When training is structured with clear standards, examples, and coaching logic, feedback discussions become easier, calibrations more stable, and quality less arbitrary. The organization gains not only better conversations but also greater operational control.

In 2025/2026, as AI handles many standard contacts, this is particularly critical: the remaining human interactions are often more emotional. Employees not purposefully enabled for these conversations risk overload, frustration, and quality decline. Those trained properly strengthen resilience and professionalism.

8. Why the Offering is Especially Relevant Now: The Logic for 2026

The logic for 2026 is clear: companies will continue to invest in technology, but technological advancement alone does not solve the quality problem of human communication. Technology shifts the human contribution toward higher-value interactions, creating a strategic opening for specialized training offerings.

Trend analysis predicts that in 2026, simple product training will be less differentiating, while training that teaches de-escalating communication, professional tone, German-language clarity, complaint management, conversation structure, written professionalism, and human excellence in AI-supported processes will increase in value.

For Markus Goffin, this represents a strong position. He does not need to compete against large general e-learning platforms if he specializes clearly. His market gap is where companies in the DACH region or with German customers recognize that language, quality, and attitude in customer interactions have immediate economic consequences.

In other words, this offering is not “nice to have,” but the human complement to a service market that is technically more efficient but communicatively more demanding.

9. Suggested Positioning in Sales

The offering should not be described as general language training but as a business-relevant quality and performance solution. A strong positioning statement could be:

"I help teams communicate more professionally with German customers, increase customer satisfaction, reduce escalations, and measurably improve service quality standards."

An equally effective secondary line:

"I bring structure to complex conversations."

This resonates especially with companies that already have dense processes but experience inconsistencies in customer dialogue.

It is also strategically wise to offer the service in stages: a compact analysis, basic training, advanced modules, QA/coaching integration, and optional multi-week follow-up. This turns a single course into a scalable performance model.

For sales presentations, the core message should be: In 2025/2026, the demands on human service quality increase. Markus Goffin provides not just training but a proven connection of sales, quality, language, service, and structure.

10. Possible Implementation with Clients

Professional implementation can occur in four phases:

1. **Analysis:** brief assessment of target group, channels, quality issues, escalations, customer language, QA criteria, and business goals.
2. **Conceptual Design:** derive a suitable training design, e.g., for phone, email, chat, difficult customers, German tone, FCR, or quality coaching.
3. **Execution:** live training, video modules, role-plays, practical examples, phrase libraries, and transfer tasks.
4. **Stabilization:** optional follow-up, QA calibration, coaching, and KPI review.

This approach is important because companies rarely need isolated training—they need a lever for real problems. A good provider does not sell standard slides but a verifiable change system.

11. KPI Logic and ROI: Making the Benefit Visible

A professional training offering should measure impact, not just claim it. Possible metrics include: Customer Satisfaction, QA scores, First Contact Resolution, complaint rate, repeat contacts, escalation rate, email quality, adherence to language and process standards, AHT linked to quality, team leader feedback, and agent confidence.

LinkedIn (2025) notes that learning initiatives are increasingly evaluated based on how they help generate revenue, save costs, or reduce risks [Q10]. Each client project should start with a clear KPI question: Do we want better customer satisfaction? Fewer escalations? Higher linguistic professionalism? Fewer QA deviations? Greater confidence in DACH contact? Once the target is defined, the training's benefit can be convincingly demonstrated.

A KPI-focused approach also increases the commercial attractiveness of the offering. Decision-makers are more likely to invest when they see that it is not “soft development” but a measurable improvement in a business-relevant outcome.

12. Conclusion

The 2025/2026 market is clearly moving toward higher-value human communication in customer service. Automation and AI relieve standard cases but simultaneously increase the demands of remaining human interactions. This creates new requirements for language, empathy, structure, quality, expectation management, and cross-channel professionalism [Q1][Q2][Q3][Q9].

For companies serving German customers, especially in Romania, this is a clear opportunity: investing in German-language communication quality allows differentiation through service, reduces friction costs, alleviates employees, and strengthens the perception as a professional DACH partner.

Markus Goffin is particularly suitable for this positioning. His profile combines sales expertise, operational experience, certified training, quality understanding, process thinking, and German-language communication security in a way that is rare for this market [CV].

Business Implication: This offering addresses a real market need. It aligns with 2025/2026 developments, delivers clear benefits for companies and employees, and can be sold as a high-quality, practical, and measurably effective service.

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