Europe's Home for Customer Service, CX and AI –
27 Years of Excellence

CCW 2027

23 to 25 February 2027 | ECC Berlin

From Contact to Connection

Three days. The whole market.

Discover trends and technologies, gain hands-on know-how on five stages, experience innovations live and make new contacts.
All in one place at the CCW Expo.

230+	200+	8,500+
exhibitors	talks	attendees

The Expo programme

Discover all formats, stages and exhibitors at a glance.

Expo programme

Premium Sponsor

GENESYS

Main Sponsors

ElevenLabs · NiCE Cognigy · Parloa · sprinklr · ThinkOwl · zendesk

Sponsors

bsi · Content Guru · Five9 · peopleware · salesforce · SPEECHX · STRÖER X · VIER

Organiser

ManagementCircle – Bildung für die Besten

www.ccw.eu

Top Formats at the EXPO



Deep Dive Sessions

Gain insights. Exchange ideas. Shape what's next.

NEU

No one-way presentations, but rather in-depth exchange and practical insights. Experts and participants explore current customer service topics together, with concrete takeaways, inspiring discussions and solutions for real-world challenges.

3 Years From Now

3 theses. 3 perspectives. A glimpse into the future.

How will customer dialogue evolve over the next three years? Leading experts present three visionary theses, challenge existing assumptions and explore which developments could become reality as early as tomorrow.





the next experience Design by HCD

Rethink service. Shape the future together.

In 2027, the next experienceDesign by HCD will become the Human AI Hub. Along an Employee Journey, visitors will experience how people and AI work together in Customer Service – across Leadership, Service Experience, Wellbeing and Co-Creation. A workplace of the future that demonstrates how service can be designed to be human, intelligent and holistic.

AI Impact Stage & AI Vision Stage

AI in action. AI in the making.

NEU

The AI Impact Stage showcases concrete applications and best practices that are already delivering results today. The AI Vision Stage looks ahead, highlighting the technologies and ideas that will shape the Customer Service of tomorrow.



Top Formats at the EXPO



TeleTalk Demo Stage

Compare. Discover. Decide.

Experience innovative solutions for successful customer communication in 10-minute sessions presented live and directly compared. From Conversational AI and AI Agents to Workflow Automation, CCaaS, CPaaS and Omnichannel CX.

DialogXplosion

Talent takes the stage. The future meets practice.

At DialogXplosion, the best young talents showcase their skills, energy and ideas for the Customer Service of tomorrow – live on stage, tackling real-world challenges with passion for communication, innovation and customer dialogue.





Startup Visions

Meet the innovators. Discover what's next.

Discover innovative startups, fresh perspectives and new technologies shaping the future of customer dialogue. Selected startups have just seven minutes to present their ideas and compete for the Startup Visions Award.

Guided Tours

No registration. Jump right in.

Explore the show in a compact and practical way – from AI, digitalisation and omnichannel to Quality & Customer Experience, Best Practices and international insights. The NextGen Rally gives the next generation of Customer Service talent an exciting look at the trends shaping tomorrow.



Top Formats at the EXPO



Expo Stages

Insights straight from the show floor.

Across two Expo Stages, exhibitors showcase their latest technologies, concepts and best practices – compact, practical and straight from the industry. Discover trends, solutions and inspiration for customer dialogue today and tomorrow.

SQUT – Dialog Service Provider Challenge

Live comparisons. Discover new solutions.

Leading dialogue service providers demonstrate live how AI, technology and human expertise are shaping the future of Customer Service. Discover practical approaches, compare solutions and find inspiration for your own challenges.





EUROCC – European Customer Champion

Celebrating Customer Service Excellence.

The EUROCC recognises leaders who are advancing customer dialogue through innovative projects. The nominees present their projects live at CCW, while the audience and jury decide on the winners.

CCW Party – Agents After Dark

One night. One community. One party.

When the exhibition doors close, the CCW experience is just getting started. The CCW Party brings the community together for great music, unforgettable moments and the energy of an industry that is shaping the future together.



Different Perspectives. One CCW.

The shift from reactive to proactive customer support is coming, and we're building the infrastructure behind it. Experience it at CCW 2027.



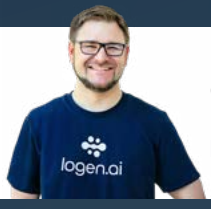
Gordian Braun,
Head of Growth EMEA & LATAM,
ElevenLabs



Tanja Hilpert,
VP Central Europe,
Zendesk

Customer experience will be the key competitive advantage in 2027 – intelligent, personal and seamless.

AI agents reach their full potential months after launch – once someone keeps watching, evaluating and optimizing them. #CCW2027



© 2025 Galerie Liou

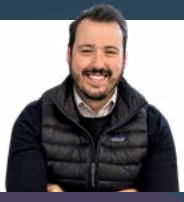
Oskar Schwarz,
Founder and CEO,
logen.ai



David Fischer,
Chief Revenue Officer,
Luware

AI is becoming standard. Industry expertise isn't. Vertical AI combines both and solves problems generic tools don't even understand. Let's tackle it together.

By 2027, AI will no longer be a competitive advantage. The competitive advantage lies in companies knowing how to use it effectively.



Tim Brauer,
Chief Growth Officer,
walter services GmbH



Jan Philipp Sorg,
Account Director Insurance,
BSI

Customer Loyalty 2.0: Discover how the perfect synergy of people, AI agents, data, and automation leads to lasting relationships.

The EXPO at a Glance

Tuesday, 23 February 2027: 9.00 am – 6.00 pm
Wednesday, 24 February 2027: 9.00 am – 6.00 pm
Thursday, 25 February 2027: 9.00 am – 4.00 pm

Venue: ECC
Tel.: +49 30 6831-0 • Sonnenallee 225 • 12057 Berlin • www.estrel.com

Register online by 22 February 2027:
www.ccw.eu/expo-registration

Your Ticket Options

3-Day Pass
Valid for all three EXPO days: 23 – 25 February 2027 € 60,–

Day Pass
Valid for one of the three EXPO days € 30,–

Any questions?

Email: anmeldung@ccw.eu • Phone: +49 6196 4722-200

NEW: The Conference becomes MASTERDAYS!

Get the new premium upgrade featuring top keynote speakers and hands-on insights!

Your Master Pass from € 895,–

Monday 22 February 2027 **Future Readiness Day**
Tuesday 23 February 2027 **Customer Love Day**
Wednesday 24 February 2027 **Touchpoint Excellence Day**
Thursday 25 February 2027 **AI Transformation Day**

Get Ready with the CCW App

Explore the programme, exhibitors and hall plan in the CCW App.
www.ccw.eu/en/app

Travel to CCW for Less with Deutsche Bahn's Best-Price Offer!

You'll receive all the details with your registration confirmation. Further information is available at:
www.ccw.eu/bahn

Objection to Marketing
You may object to the use of your personal data for marketing purposes by Management Circle AG at any time or withdraw any consent you have previously given. To do so, simply contact our Data Protection Officer by email at datenschutz@managementcircle.de or by post at Management Circle AG, Datenschutz, Postfach 56 29, 65731 Eschborn, Germany. For further information on data protection, please visit www.managementcircle.de/datenschutz.