

























Publication	Coverage	Title	Description	Cost
Jul 2021	 	The Inner Circle Guide to Omnichannel (3 rd edition)	<p>The definitive guide for contact centres and businesses researching omnichannel and digital transformation. Includes sections on email, web chat, social, mobile and messaging. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000
Aug 2021		The 2021-22 US CX Decision-Makers' Guide	The 4 th edition of the definitive guide to US customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.	Sponsorship: \$750 - \$6,000
Aug 2021		The 2021-22 UK CX Decision-Makers' Guide	The 4 th edition of the definitive guide to UK customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.	Sponsorship: \$750 - \$6,000
Sep 2021	 	The Inner Circle Guide to Customer Interaction Analytics (4 th edition)	<p>The definitive guide for contact centres and businesses researching voice and data analytics solutions. Includes real-time and post-call speech analytics, desktop analytics, text analytics, back-office analytics and customer journey analytics. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000

Publication	Coverage	Title	Description	Cost
Oct 2021		The Inner Circle Guide to Agent Engagement & Empowerment	<p>The definitive guide for contact centres and businesses researching agent engagement strategies, processes and solutions. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000
Dec 2021		The 2022 UK Contact Centre Decision-Makers' Guide	<p>The 19th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship by vendors.</p>	Sponsorship: \$750-\$8,750
Dec 2021		The UK Contact Centre HR & Operational Review 2022	<p>Salaries, attrition, absence, recruitment; operational KPIs (ASA, abandonment, duration, transfer rate, first-contact resolution); budgets. Segmented by size and 11 vertical markets. Historical data, and forecasts to 2024. Not available for sponsorship.</p>	Purchase: \$495
Jan 2022		The 2022 US Contact Centre Decision-Makers' Guide	<p>The 14th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship by vendors.</p>	Sponsorship: \$750 - \$8,750
Jan 2022		The 2022 US Contact Centre HR & Operational Review	<p>Salaries, attrition, absence, recruitment; operational KPIs (ASA, abandonment, duration, transfer rate, first-contact resolution); budgets. Segmented by size and vertical market. Historical data, and forecasts to 2024. Not available for sponsorship.</p>	Purchase: \$495

Publication	Coverage	Title	Description	Cost
Jan 2022		US Contact Centers 2022-2026: The State of the Industry & Technology Penetration	Industry size, structure & forecasts, including current and future technology penetration rates. Not available for sponsorship.	Purchase: \$1,750
Jan 2022		UK Contact Centres 2022-2026: The State of the Industry & Technology Penetration	Industry size, structure & forecasts; current and future technology penetration rates. Not available for sponsorship.	Purchase: \$1,750
Jan 2022		The US Verticals series	Three in-depth studies of growth, technology and strategy in Finance, Insurance and Retail contact centres. Read by key decision-makers. (2 nd editions). Available for sponsorship by solution providers.	Sponsorship: \$3,950 per report
Feb 2022		The UK Verticals series	Four in-depth studies of growth, technology and strategy in Finance, Insurance, Retail and Outsourcing contact centres. Read by key decision-makers. (2 nd editions) Available for sponsorship by solution providers.	Sponsorship: \$3,950 per report
Mar 2022	 	The Inner Circle Guide to Remote Working Contact Centre Solutions (2 nd edition)	The definitive guide for contact centres and businesses researching remote working contact centre solutions. UK & US editions provided. Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.	Sponsorship: \$750 - \$6,000
Apr 2022	 	The Inner Circle Guide to AI-Enabled Self-Service (4 th edition)	The definitive guide for contact centres and businesses researching self-service solutions. UK & US editions provided. Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.	Sponsorship: \$750 - \$6,000

Publication	Coverage	Title	Description	Cost
May 2022	 	The Inner Circle Guide to Cloud-based Contact Centre Solutions (4 th edition)	<p>The definitive guide for contact centres and businesses researching cloud-based contact centre solutions. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000
Jun 2022	 	The Inner Circle Guide to First Contact Resolution	<p>The definitive guide for contact centres and businesses researching ways to improve the most important CX metric: First Contact Resolution. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000
Aug 2022		The 2022-23 US CX Decision-Makers' Guide	<p>The 5th edition of the definitive guide to US customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p>	Sponsorship: \$750 - \$6,000
Aug 2022		The 2022-23 UK CX Decision-Makers' Guide	<p>The 5th edition of the definitive guide to UK customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p>	Sponsorship: \$750 - \$6,000
Sep 2022	 	The Inner Circle Guide to Workforce Optimisation (3 rd edition)	<p>The definitive guide for contact centres and businesses researching WFO solutions (including WFM, quality, performance and analytics). UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000

Publication	Coverage	Title	Description	Cost
Oct 2022		The Inner Circle Guide to the Voice of the Customer (2 nd edition)	<p>The definitive guide for contact centres and businesses researching solutions and methods to understand and improve customer motivations, expectation and experience. UK & US editions provided.</p> <p>Available for sponsorship by solution providers. Sponsors will receive report downloader details for 24 months.</p>	Sponsorship: \$750 - \$6,000
Dec 2022		The 2023 UK Contact Centre Decision-Makers' Guide	<p>The 20th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship by vendors.</p>	Sponsorship: \$750 - \$8,750
Dec 2022		The UK Contact Centre HR & Operational Review 2023	<p>Salaries, attrition, absence, recruitment; operational KPIs (ASA, abandonment, duration, transfer rate, first-contact resolution); budgets. Segmented by size and 11 vertical markets. Historical data, and forecasts to 2025. Not available for sponsorship.</p>	Purchase: \$495
Jan 2023		The 2023 US Contact Centre Decision-Makers' Guide	<p>The 15th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship by vendors.</p>	Sponsorship: \$750 - \$8,750
Jan 2023		The 2023 US Contact Centre HR & Operational Review	<p>Salaries, attrition, absence, recruitment; operational KPIs (ASA, abandonment, duration, transfer rate, first-contact resolution); budgets. Segmented by size and vertical market. Historical data, and forecasts to 2025. Not available for sponsorship.</p>	Purchase: \$495



THE UK CONTACT CENTRE DIRECTORY

Also available: **The UK Contact Centre Directory** is an Excel database currently detailing c. 4,500 UK customer contact operations and c. 16,000 key personnel. It is available for rental as a whole or in part, and is updated at least once each year.

Fields:

- Company name
- Company telephone number(s)
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre
- UK agent positions
- Employees in organisation
- Job Title
- Contact name
- E-mail (c. 85% of cases)
- Social media business profile (c. 43% of cases)
- Inbound / outbound activity
- Other UK contact centres
- Activity e.g. Customer Service, Sales, Helpdesk etc.

Pricing: £4,500 + VAT (or USD equivalent)

Extracts of the UK Contact Centre Directory are available on a bespoke basis (e.g. specific vertical markets, size bands, regions, job titles, etc.) on request, charged at 45p per named contact. Price capped at £4,500.

Terms: unlimited usage for 12-month period - www.contactbabel.com/terms.cfm

Delivery format: as Microsoft Excel or CSV file, emailed upon receipt of order

DISCOUNTS AVAILABLE FOR REPORT / DATABASE PACKAGES

Solution providers planning their annual marketing may wish to consider a discounted package deal. We offer the following levels of discount:

Package value (\$)	Discount level offered
\$9,000 - \$12,500	10%
\$12,501 - \$17,500	15%
\$17,500 and above	20%

To discuss a package offer, or any other ContactBabel product further, please contact

Steve Morrell on +44 (0)191 271 5269 or smorrell@contactbabel.com.