



# The 2022 Australian and New Zealand Contact Centre Decision-Makers' Guide

Sponsorship pack



ContactBabel's series of research-based guides are widely distributed to top decision-makers and influencers in customer-facing businesses across the globe.

Our flagship reports, "The UK & US Contact Centre Decision-Makers' Guides", are the largest annual primary research reports available for these contact centre industries.

**After a successful trial run in 2021, ContactBabel is now bringing the "Contact Centre Decision-Makers' Guide" to Australia and New Zealand in Summer 2022, and is looking for sponsorship from solution providers.**

As a sponsor, you will receive your own-brand version of the **ANZ Contact Centre Decision-Makers' Guide** to support your own marketing efforts, as well as sales leads gathered from those interested prospects who have downloaded the full, multi-brand Guide from our website.

There are four possible levels of involvement for solution providers, up to £5,000 for a full-page advertisement, thought leadership / case study piece, front-page branding, own-brand version and full details of those interested prospects who have downloaded the multi-brand report. Discounts are available for sponsors who help promote the research programme.



## REPORT CONTENTS

The report is based on surveys with over 100 Australian and New Zealand contact centres, as well as thousands of customers. It will include sections covering:

- Current and future use of 18 contact centre technologies
- Digital channel benchmarking and costs
- Proportion of interactions by channel
- Most effective channel for customers
- Which channels do customers actually want to use?
- What do customers actually value most in a contact centre interaction?
- Use and effectiveness of cloud-based contact centre solutions
- Planned and future use of remote / hybrid contact centre agents
- Performance metrics
  - Speed to answer
  - Call abandonment rate
  - First-contact resolution rate
  - Call duration
- HR – attrition, absence and salaries
- Cost per call, email, web chat and social media interaction
- Key drivers and inhibitors for a successful contact centre strategy

## DISTRIBUTION AND READERSHIP

**Contact Centre Decision-Makers' Guides** are written and marketed to appeal to commercially-minded decision-makers, usually at a senior level, who have a particular interest in the specific topic.

Each **Decision-Makers' Guide** comes in two formats.

- **Multi-brand:** available - **free** - from the ContactBabel website and promoted directly via email to 200,000+ senior decision-makers worldwide, as well as through social media, press releases and a series of articles in the industry press. All solution providers can have their adverts, case studies, thought leadership pieces, product details and branding within the Guide, and may also receive the details of the report's downloaders.
- **Own-brand:** Platinum and Gold solution providers have an **own-brand Contact Centre Decision-Makers' Guide** created for their own electronic distribution. 'Own-brand' Guides contain the same content as the multi-brand Guide, but are suitable for direct distribution to your own prospects and clients as they contain branding and messaging **solely from your own company.**

## TIMESCALE

March – June 2022: Confirmation of sponsor inclusion

Wednesday 22<sup>nd</sup> June: Sponsor artwork and copy due

Thursday 30<sup>th</sup> June: Launch of **The 2022 ANZ Contact Centre Decision-Makers' Guide.**



Downloaders of the report are required to provide the following information before they can access the report, and they agree that they may be contacted by the report's sponsors:

- First Name
- Surname
- Company
- Job Title
- Vertical market
- Email Address
- Tel No.
- Country
- Size of Contact Centre (approx. # of seats)
- What responsibility do you have for purchasing contact centre solutions?
- Which technologies are you intending to implement within the next 12 months? (chosen from a list of 14)

The report is available for download for 12 months from publication, and sponsors receive downloaders' details throughout that time.

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, colour logo, hyperlink & contact details	✓	✓	✓	✓
Full-page colour advert, with hyperlinks if required		✓	✓	✓
Own-brand Decision-Maker's Guide for your website & distribution			✓	✓
Answer questions from prospective clients within the report (includes your company's branding)			✓	✓
Full contact details of downloaders of the Decision-Makers' Guide for a 12-month period				✓
Full-page case study or thought leadership article within the Decision-Makers' Guide				✓
Front-page branding				✓
Cost	£500	£1,500	£3,000	£5,000

**Sponsors can receive up to 20% off these costs by promoting the research survey to their customer and prospect database. Please ask for more details.**



## PAST SPONSORS OF CONTACTBABEL RESEARCH

