

THE UK CONTACT CENTRE DIRECTORY SPECIFICATION SHEET

Edition: 33rd (April 2022)

Description: The UK Contact Centre Directory is a database of UK contact centres used for sales and marketing. The database has contact details for 16,359 operational and senior manager and directors.

Table 1: Contact centre / office locations by vertical market

Vertical market	Locations
Engineering & Construction	95
Entertainment & Leisure	212
Finance	676
Food & Drink	189
Housing	151
IT	377
Manufacturing	525
Medical	267
Motoring	143
Outsourcing & Telemarketing	234
Printing & Publishing	150
Public Services	589
Recruitment & Training	75
Retail & Distribution	674
Services	1,035
Telecoms	142
Transport & Travel	333
Utilities	122
Total (contact centres & offices)	5,989

Table 2: Contacts by vertical market

Vertical market	Contacts
Engineering & Construction	208
Entertainment & Leisure	482
Finance	2,005
Food & Drink	442
Housing	380
IT	981
Manufacturing	1,293
Medical	557
Motoring	379
Outsourcing & Telemarketing	562
Printing & Publishing	387
Public Services	1,467
Recruitment & Training	134
Retail & Distribution	1,795
Services	2,149
Telecoms	476
Transport & Travel	1,062
Utilities	538
Total	15,297

Table 3: Contact centre / office locations by agent positions

Agent positions at that location	Locations
<6	284
6-10	551
11-24	765
25-50	497
50-100	365
100-150	163
150-200	78
200-250	75
250-500	124
500-1000	56
1000+	c. 50
Undisclosed	c. 3,000
Total (contact centres & offices)	5,989

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Table 4: Contacts by job title /role

Job title / role	Contacts
Contact centre manager or equivalent	2,116
Contact centre director or equivalent	798
HR manager	685
Training manager	353
IT manager	907
Equipment buyer / Facilities Manager	549
Telephony Manager	180
Customer Experience / CRM - Mgr/Dir	1,856
Other contacts	1,954
MD / CEO	1,146
Senior Operations Contact	847
Senior IT Contact	1,592
Senior Finance Contact	250
Senior HR Contact	220
Senior Customer Service Contact	311
Senior Marketing Contact	597
Senior Sales Contact	272
Other senior contacts	664
Total	15,297

GDPR notice: The UK Contact Centre Directory has never been opt-in / consent-based, and cannot be as this would require knowing who the clients are in advance. Users of the Directory should consider using 'Direct marketing as a legitimate interest' rather than consent in order to use it lawfully under GDPR. ContactBabel has carried out a legitimate interest assessment as recommended by the ICO and DMA for the Directory, which is available upon request.

While [PECR](#) is still in place, sending emails to UK business clients seems allowable without opt-in (see clauses 142-145). The EU ePrivacy Regulation may change that depending on the final text and UK adoption, but GDPR itself relates to the holding and processing of the data, rather than relating to direct

marketing. Please note that this is our interpretation of the law based on what we have read, and does not constitute binding legal advice.

Fields:

- Company name
- Telephone number
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre
- UK agent positions
- Job Title
- Contact name
- E-mail (c. 88% of cases)

Pricing:

A 12-month subscription to the entire UK Contact Centre Directory, including all updates for 12 months, costs **£4,500 + VAT**.

Extracts of the UK Contact Centre Directory are available on a bespoke basis on request (e.g. by specific vertical markets, contact centre size bands and/or job roles). Named contacts are charged at £0.45 each.

Minimum order value: None

Maximum order value: capped at £4,500 + VAT

Cost of count / delivery: None

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

Delivery format: immediate, as Microsoft Excel or CSV file

Specification correct as of: April 19th 2022. All figures subject to change without notice.

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