

# The Inner Circle Guide to **THE VOICE OF THE CUSTOMER**

Communicating your message to top decision-makers



ContactBabel's series of research-based guides are widely distributed to top decision-makers and influencers in customer-facing businesses across the globe. **The 33<sup>rd</sup> in the series is the 2<sup>nd</sup> edition of "The Inner Circle Guide to the Voice of the Customer".**

As a sponsor, you will receive your own-brand **Inner Circle 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. There are four possible levels of involvement for solution providers, starting at £500 for inclusion into the Supplier Directory, up to £4,500 for a full-page advertisement, thought leadership / case study piece, front-page branding, own-brand **Inner Circle Guide** and full details of those interested prospects who have downloaded the multi-brand **Inner Circle Guide**.



## CONTENTS AND DELIVERABLES

The **Inner Circle Guides** are written by one of the most experienced contact centre industry analysts, and deliver what decision-makers want: clear, concise and objective analysis of complex issues, written in a readable and accessible style. The report answers the questions real decision-makers are asking: in fact, we ask businesses what their most important issues or questions are around the Voice of the Customer, and you will be given the chance to offer your advice, experience and opinions directly to the market - branded and verbatim - within the Guide itself.

Sponsors of the **Inner Circle Guide** get a credible platform to explain products and solutions, as well as widespread access to decision-makers already interested in the type of solutions being discussed. Platinum sponsors have the valuable opportunity to engage directly with readers of the report through receiving details of downloaders, which include information on their role, contact centre size and the solutions that they are most interested in buying.

The information within **Inner Circle Guides** is gathered by experienced contact centre industry analysts, carrying out in-depth, confidential interviews with end-users and solution providers. As such, the end content is not to be found in any product brochure, website or magazine: these are substantial, objective analyst reports, whose self-selecting readership are those people charged directly with making or influencing commercial decisions about the Voice of the Customer.

**You will receive details of all of the report's downloaders, with GDPR-compliant consent, for 2 years.**

## CONTENTS OF THE INNER CIRCLE GUIDE TO THE VOICE OF THE CUSTOMER

The **Inner Circle Guide to the Voice of the Customer** will assist readers in choosing and building an effective VoC programme. Areas to be covered include:

- Using VoC to drive effective CX outcomes
- What's stopping VoC programmes from achieving results?
- Steps to creating a superior and actionable VoC programme
- Proving the value of VoC to senior management
- The most useful and effective methods of gathering VoC data
- The measurement and role of VoE (Voice of the Employee) in CX outcomes
- Identifying and rewarding employees for achieving CX and VoC targets
- The role of VoC in product development
- Who in the business owns VoC?
- Understanding what customers really value
- CX benchmarking results
- When VoC turns negative – sources of complaints, and how to handle them
- The role of analytics and AI in the VoC programme
- VoC in an omnichannel world
- The future of the Voice of the Customer
- Supplier Directory and market landscape



## DISTRIBUTION AND READERSHIP


**Inner Circle 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 **Inner Circle Guide** comes in two formats.

- **Multi-brand Inner Circle Guide:** 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 **Inner Circle Guide's** downloaders.
- **Own-brand Inner Circle Guide:** Platinum and Gold solution providers have an **own-brand Inner Circle Guide** created for their own electronic distribution. 'Own-brand' Guides contain similar content to 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.**

Downloaders of the **Inner Circle Guides** 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
- Email Address
- Tel No.
- State/Province (US & Canada)
- Country
- Size of Contact Centre (approx. # of seats)
- What responsibility do you have for purchasing contact centre solutions?
- Which technologies are you looking to purchase in the next 12 months?
- Vertical market

 There will be separate **Inner Circle Guides** for the US and UK, with local content, spelling and page size changed accordingly. Platinum-level sponsors receive details of all downloaders, regardless of geography. Downloaders have given consent to be contacted by the report's sponsors.

**Inner Circle Guides** are available for download for 2 years from publication. Sponsors receive downloaders' details throughout that time, which are split fairly evenly between US and UK. Inner Circle Guides usually receive 600-1,000 downloaders over a minimum 2-year period.

## TIMESCALE

Until early October 2022: Confirmation of sponsor inclusion into **The Inner Circle Guide to the Voice of the Customer**

Wednesday October 12<sup>th</sup> 2022: Sponsor artwork and copy due

Thursday October 20<sup>th</sup> 2022: Launch of **The Inner Circle Guide to the Voice of the Customer.**



PAST SPONSORS OF THE INNER CIRCLE GUIDES





## COSTS & BENEFITS

If written on behalf of a single client, a report with this level of depth and content would cost in excess of £20,000. **Inner Circle Guides** cost far less than such an exclusively-commissioned White Paper, but deliver much more.

### **Bronze: £500**

Your logo, and full-page product/company description and contact details are put into the Supplier Directory section within the **Inner Circle Guide**.

### **Silver: £1,500**

Silver-level sponsors also have a full-page advert in which hyperlinks to your website may be placed.

### **Gold: £3,000**

Sponsors also receive their own-brand PDF version of the **Inner Circle Guide** for distribution via email or website, at a fraction of the usual cost of commissioning a White Paper. Gold sponsors also answer the questions asked by prospective purchasers, giving your own company's views on VoC issues.

### **Platinum: £4,500**

Sponsors also receive details of the downloaders of the **Inner Circle Guide** over a minimum 2-year period, which typically yields 600-1,000 downloaders, to whom you may market directly. You will also receive front-page branding in the multi-brand Guide, as well as including a one-page case study or thought leadership article within the report.

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 Inner Circle 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 Inner Circle Guide for a minimum 2-year period				✓
Full-page case study or thought leadership article within the Inner Circle Guide				✓
Front-page branding				✓
<b>Cost</b>	<b>£500</b>	<b>£1,500</b>	<b>£3,000</b>	<b>£4,500</b>