



Exceeding UK Customer Expectations: 2023-24



ContactBabel is writing an exciting new report identifying the frontline issues that most impact on customer experience, and advising businesses on the solutions available to solve them.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to not only demonstrate your insight into the factors driving the customer experience, but also show the solutions that can help businesses to succeed.

“**Exceeding UK Customer Expectations**” is based on a survey of 1,000 UK consumers that provides in-depth insight into what’s driving UK customer decisions.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders provided for a minimum of 12 months**
- Having your **branding, advertising and market education content** displayed prominently throughout the report
- Receiving an **own-brand version of the full report for your own use and distribution**, providing you with credible hard data and insights to influence your prospective customers.

The readers of the report – senior contact centre and CX decision-makers – will learn how to improve customer outcomes through the use of solutions designed specifically to solve the causes of excessive customer effort and frustration.

The report will provide headline-friendly findings and actionable insights from real customers’ answers to questions such as:

- What’s your biggest problem when you’re contacting a business?
- Have you recently changed from a regular supplier because of poor customer experience?
- Do you try self-service before you call a company? What do you do if it’s unsuccessful?
- How long a wait time is acceptable?
- Which channel would you rather use to contact a business, and which one do you end up using?
- What are your experiences using web chat / chatbots? How could they be improved?



The report not only identifies the issues about which customers are most concerned, but also offers actionable advice and insights into how technology can solve these.

As the research is based on surveys with real customers, the report will be well-positioned to create headlines in a wide variety of trade and general publications, for example: "Poor customer experience costs UK utilities companies £1.3bn each year through customers changing suppliers."

"Exceeding UK Customer Expectations" puts the customer experience at the heart of the decision-making process, quantifying the effect of customers' decisions and opinions on performance and profitability, and showing businesses how they can improve.

This is essential reading for UK businesses, and a great opportunity for solution providers to show not only their understanding of the issues being faced, but also the ways in which they can help.

The report will be launched on May 25th 2023, with sponsors' artwork and copy due on May 17th.

COSTS AND BENEFITS

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 version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 12 months (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	£500	£1,500	£3,000	£4,500



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