



# UK Contact Centre Vertical Markets 2023


UK Contact Centre Verticals:  
**Communications**


UK Contact Centre Verticals:  
**Finance**




UK Contact Centre Verticals:  
**Insurance**


UK Contact Centre Verticals:  
**Manufacturing**



CONTACTBABEL

UK Contact Centre Verticals:  
**Outsourcing**


UK Contact Centre Verticals:  
**Public Sector**


UK Contact Centre Verticals:  
**Retail & Distribution**


UK Contact Centre Verticals:  
**Utilities**

April 2023 sees the launch of eight reports in the **UK Contact Centre Vertical Markets** series: **Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail & Distribution** and **Utilities**. Each report is available for sponsorship.



## RESEARCH COVERAGE

ContactBabel interviews hundreds of UK contact centres each year on every aspect of their operations, performance, strategy, HR and technology.

The Vertical Markets series of reports analyses the performance of UK contact centre sectors in depth to give the definitive view of how these contact centres are operating, and what the future holds for them.

Through sponsoring these reports, solution providers will be giving information of great value to senior contact centre and customer experience decision-makers in this vertical market, who will be provided with the most accurate and up-to-date information about their sector, free of charge.

The report contains data and analysis on the following areas:

- Performance benchmarks and metrics
- Current use and future plans for 15 contact centre technologies
- Industry size and forecasts for agent positions, contact centres and jobs
- Inbound and outbound activity
- HR metrics, including attrition, absence and salaries
- Current and future use of channels
- Sector outlook

## SPONSORSHIP BENEFITS

Through providing key content that is closely tailored to the needs of the sector, sponsors of the **UK Contact Centre Vertical Markets** get a credible platform to show that they understand the issues being faced by each vertical market, and that they have the solutions to help. Sponsorship of the report gives direct, widespread access to targeted decision-makers.

Sponsors can engage directly with the report's readers through receiving details of downloaders, including information on their role, contact centre size and the solutions that they are most interested in buying.

There are two levels of involvement for sponsors: £295 (per report) for inclusion into the Supplier Directory, or £2,950 (per report) for lead sponsors, which includes:

- front-page branding
- a full-page advertisement
- a full-page thought leadership / case study piece
- a full-page Supplier Directory entry
- an own-brand **UK Contact Centre Vertical Markets** report for your own use and distribution
- full details of those interested prospects who have downloaded the multi-brand **UK Contact Centre Vertical Markets** report from our website, with GPDR-level consent for marketing.

**Each report is live for a minimum of 2 years, and you will receive leads throughout that time.**

**Reports are updated each year to provide the most up-to-date information for readers, and sponsors may update their artwork if desired.**

Please see the final page for full details of sponsorship benefits and pricing.



## DISTRIBUTION AND READERSHIP

The **UK Contact Centre Vertical Markets** series is written and marketed to appeal to commercially-minded contact centre and CX decision-makers, usually at a strategic or senior operational level.

The **UK Contact Centre Vertical Markets** series is provided in two formats, both downloadable as PDFs.

- **Multi-brand UK Contact Centre Vertical Markets:** available - **free** - from the ContactBabel website and promoted directly via email to senior contact centre and CX decision-makers within the specific vertical market, as well as through social media, press releases and a series of articles in the industry press. Lead sponsors have their adverts, case studies, thought leadership pieces, product details and branding within the Guide, and also receive the details of the **UK Contact Centre Vertical Markets'** downloaders.
- **Own-brand UK Contact Centre Vertical Markets:** Additionally, lead sponsors will have an **own-brand UK Contact Centre Vertical Market** report created for their own electronic distribution. 'Own-brand' reports contain similar content to the multi-brand reports, 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 **UK Contact Centre Vertical Markets** reports are provide the following information before they can access the report, and they agree that they may be contacted by the reports' sponsors:

- First Name
- Surname
- Company
- Job Title
- Email Address
- Tel No.
- Country
- Size of Contact Centre (approx. # of seats)
- What responsibility do you have for contact centre purchasing?
- Interest in purchasing specific contact centre solutions in next 12 months

**The UK Contact Centre Vertical Markets series will be available for download over a minimum 2-year period.**

Sponsors regularly receive downloaders' details throughout that time. We usually have 200-300 downloaders per report.

## TIMESCALE

Wednesday 12<sup>th</sup> April 2023: Sponsors provide artwork and copy for inclusion into the report(s)

Thursday 20<sup>th</sup> April 2023: Launch of **UK Contact Centre Vertical Markets** series of reports. Own-brand version(s) provided to lead sponsors.



PAST SPONSORS OF CONTACTBABEL REPORTS





## COSTS

If written on behalf of a single client, reports with this level of research, depth and content would cost in excess of £10,000 per report. **UK Contact Centre Vertical Markets** sponsorship costs far less than exclusively-commissioned White Papers, but delivers much more.

**Directory sponsor: £295 / report** Your logo, and full-page product/company description and contact details are put into the Supplier Directory section within the **UK Contact Centre Vertical Markets** report(s).

**Lead sponsor: £2,950 / report** In addition to the Supplier Directory entry, lead sponsors have a full-page advert within the **UK Contact Centre Vertical Markets** report(s), in which hyperlinks to your website may be placed.

Sponsors also receive their own-brand PDF version of the report for distribution via email or website, at a fraction of the usual cost of commissioning a White Paper.

Sponsors also receive details of the downloaders of the report over a 2-year period, 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	Directory sponsor	Lead sponsor
Supplier Directory entry: full-page entry, colour logo, hyperlink & contact details	✓	✓
Full-page colour advert, with hyperlinks if required		✓
Own-brand report for your website & distribution		✓
Full contact details of downloaders of the report for 2 years minimum		✓
Full-page case study or thought leadership article within the report		✓
Front-page branding		✓
<b>Cost</b>	<b>£295 per report</b>	<b>£2,950 per report</b>