








US Contact Center Vertical Markets 2023



US Contact Center Verticals:
Communications

US Contact Center Verticals:
Finance

US Contact Center Verticals:
Healthcare

US Contact Center Verticals:
Insurance



CONTACTBABEL






US Contact Center Verticals:
Manufacturing




US Contact Center Verticals:
Outsourcing




US Contact Center Verticals:
Public Sector

US Contact Center Verticals:
Retail & Distribution

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



RESEARCH COVERAGE

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

The Vertical Markets series of reports analyzes each of the vertical markets in depth to give the definitive view of how these contact centers are operating, and what the future holds for them.

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

The report will contain 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 each industry, sponsors of the **US Contact Center 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 reports' readers through receiving details of downloaders, including information on their role, contact center size and the solutions that they are most interested in buying.

There are two levels of involvement for sponsors: \$395 (per report) for inclusion into the Supplier Directory, or \$3,750 (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 **US Contact Center Vertical Markets** report, for your own use and distribution
- full details of those interested prospects who have downloaded the multi-brand **US Contact Center Vertical Markets** report from our website, with full 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.



DISTRIBUTION AND READERSHIP

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

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

- **Multi-brand US Contact Center Vertical Markets:** available - **free** - from the ContactBabel website and promoted directly via email to senior contact center 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 report, and also receive the details of the **US Contact Center Vertical Markets'** downloaders.
- **Own-brand US Contact Center Vertical Markets:** Additionally, lead sponsors will have an **own-brand US Contact Center 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 **US Contact Center Vertical Markets** reports are required to 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.
- State (US)
- Country
- Size of Contact Center (approx. # of seats)
- What responsibility do you have for contact center purchasing?
- Interest in purchasing specific contact center solutions

The US Contact Center 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 12th April 2023: Sponsors provide artwork and copy for inclusion into the report(s)

Thursday 20th April 2023: Launch of the **US Contact Center Vertical Markets** series. Own-brand report(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 \$15,000 per report. **US Contact Center Vertical Markets** sponsorship costs far less than exclusively commissioned White Papers, but delivers much more.

Directory sponsor: \$395

Your logo, and full-page product/company description and contact details are put into the Supplier Directory section within one of the **US Contact Center Vertical Markets** series.

Lead sponsor: \$3,750 / report

In addition to the Supplier Directory entry, lead sponsors have a full-page advert within one of the **US Contact Center Vertical Markets** reports, 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 report over a minimum 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, color logo, hyperlink & contact details | ✓ | ✓ |
| Full-page color 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 | | ✓ |
| Cost | \$395 per report | \$3,750 per report |