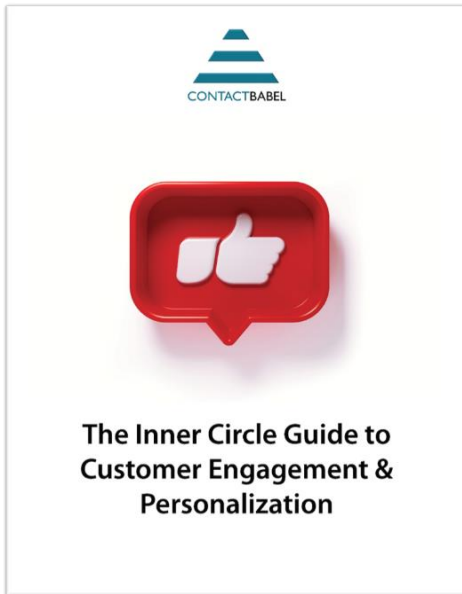




The Inner Circle Guide to Customer Engagement & Personalization



ContactBabel is updating one of our most successful Inner Circle Guides, providing fresh data and insight to contact center decision-makers who are focused on the hot topic of how to engage personally with their customers while still managing costs.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to demonstrate your insight into the factors driving customer engagement and personalization, and also show the solutions that can help businesses to succeed.

“The Inner Circle Guide to Customer Engagement & Personalization” draws on surveys with hundreds of US contact centers and 1,000 US consumers, providing unrivalled insight into how to engage effectively at scale with customers while keeping the personal touch.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact center size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 2 years**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about how to improve customer engagement
- Receiving an **own-brand version of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in the type of solutions being discussed.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

- Using AI to deliver a hyper-personalized experience
- Using predictive and customer journey analytics for personalization
- Optimizing and personalizing the web and voice self-service experience
- Supporting the agent through dynamic scripting, real-time analytics and emotion detection/sentiment analysis
- Understanding and supporting the channel of choice
- Using cloud to integrate and unify systems to support an omnichannel customer
- The use of live and recorded video
- Proactive outbound service
- Empowering and supporting agents to engage customers through emotional intelligence and empathy
- Complaint handling and customer rescue
- Predictive behavioral routing and other personalized routing strategies
- Supplier Directory and market landscape

The report will be launched on May 11th 2023, with sponsors' artwork and copy due on May 3rd.

COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page 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 2 years (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	\$750	\$2,000	\$4,000	\$6,000



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