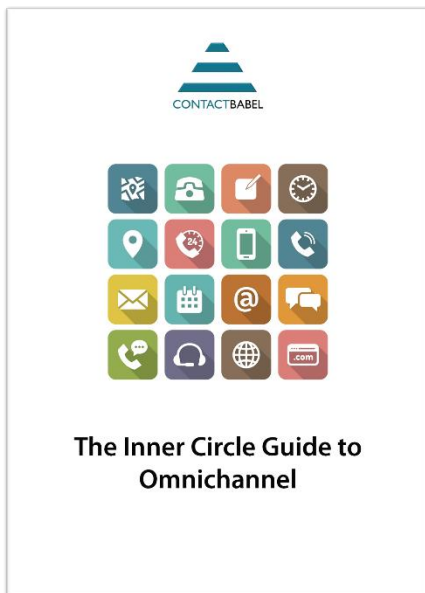




The Inner Circle Guide to Omnichannel



ContactBabel is updating one of our most popular Inner Circle Guides, providing fresh data and insight to contact centre decision-makers who are focused on making their digital and voice channels work together in an omnichannel environment.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to demonstrate your capabilities and understanding of an issue which has been towards the top of contact centres' priorities for many years.

“The Inner Circle Guide to Omnichannel” draws on surveys with hundreds of UK contact centres and 1,000 UK consumers, providing unrivalled insight into how businesses can move from a siloed multichannel environment to delivering a true omnichannel experience to their customers.

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 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:

Drivers for Omnichannel

- Customer channel preferences
- Cost per channel
- Improved CX
- Proactive outbound service
- Inhibitors to omnichannel
- Channel focus:
 - Email
 - Web chat
 - Social
 - Messaging
 - Mobile
 - Video
 - Co-browse / web collaboration

Considerations and Implementation

- Moving from multichannel to omnichannel
- Proving ROI
- The politics of omnichannel
- Omnichannel investments
- Legacy technology
- Omnichannel payments
- Personalisation
- The role of analytics and AI
- Removing siloes
- The single view of the customer
- Keys to omnichannel success
- The future of omnichannel

Supplier Directory and market landscape

The report will be launched on 6th July 2023, with sponsors' artwork and copy due on June 28th.

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	£500	£1,500	£3,000	£4,500



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