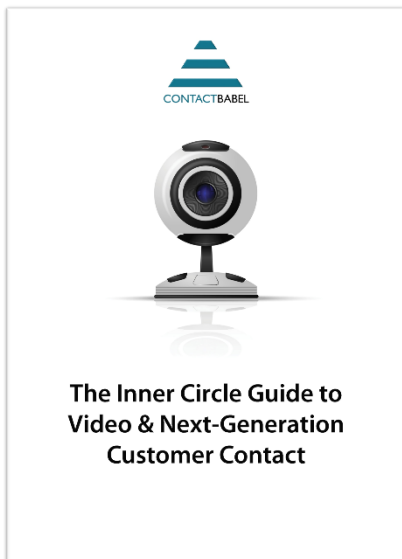




The Inner Circle Guide to Video & Next-Generation Customer Contact



ContactBabel is updating one of our most forward-looking Inner Circle Guides, providing fresh data and insight to contact centre decision-makers who are focused on what's coming next in customer contact.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to demonstrate your capabilities at the cutting edge of customer contact, and show the solutions that can help businesses to succeed tomorrow as well as today.

“The Inner Circle Guide to Video & Next-Generation Customer Contact” draws on surveys with hundreds of UK contact centres and 1,000 UK consumers, providing unrivalled insight into making the contact centre of the future operational today, and how truly customer-focused businesses can get ahead of their competitors.

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:

The Video Agent

- The role of video agents in the contact mix
- Use cases for video
- Drivers and inhibitors for video
- Current usage of video agents
- The consumer’s changing opinion of video
- How to implement video

Emerging Channels

- Web collaboration
- Messaging
- Visual IVR
- e2e / intelligent assistants & IoT

Next-Generation Customer Contact

- Gig CX
- Contextualisation & personalisation
- AI-augmented real-time agent assistance
- The impact of AI & Large Language Models (e.g. ChatGPT)
- Sentiment analysis
- Predictive & proactive customer contact
- Virtual & augmented reality
- Next-generation remote working

Supplier Directory and market landscape

The report will be launched on 15th June 2023, with sponsors’ artwork and copy due on June 7th.

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 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



CONTACTBABEL'S RESEARCH SPONSORS INCLUDE

