

# Research program: July 2023 – August 2024



Sponsorship levels and benefits	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			✓	✓
Front-page branding				✓
Full-page case study or thought leadership article within the report				✓
Full contact details of downloaders of the report (with GDPR-level consent)			<u>CC Decision-Makers' Guides only</u>	✓







Report types and costs	Bronze	Silver	Gold	Platinum
Contact Center Decision-Makers' Guides	\$800	\$2,750	\$5,750	\$8,750
Customer Experience (CX) Decision-Makers' Guides	\$650	\$2,000	\$4,000	\$6,000
Inner Circle Guides	\$650	\$2,000	\$4,000	\$6,000
Exceeding Customer Expectations	\$650	\$2,000	\$4,000	\$6,000
Contact Center Verticals (cost per report)	\$395	n/a	n/a	\$3,750

Please note that all research reports will be updated annually. Sponsors of “Inner Circle Guides” and the “Contact Center Vertical Series” will continue to receive downloaders for 24 months, and can update their artwork after 12 months: a new version will be published and new own-brand reports sent to sponsors at this time.

Sponsors of “Contact Center Decision-Makers' Guides”, “CX Decision-Makers' Guides” and “Exceeding Customer Expectations” reports will continue to receive downloaders over a 12-month period.









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Publication	Coverage	Title	Contents
Jul 2023	 	The Inner Circle Guide to Omnichannel 23-24	<p>Customer channels of choice. Omnichannel and digital transformation. Includes sections on email, web chat, social, video, mobile and messaging. Digital channel personalization through interaction analytics &amp; AI.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Aug 2023	 	The 2023-24 Australian & New Zealand Contact Centre Decision-Makers' Guide	<p>The 3<sup>rd</sup> annual edition of the definitive guide to the operations, technology, HR, strategy and performance of ANZ contact centers.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Sep 2023		The 2023-24 US CX Decision-Makers' Guide	<p>The 6<sup>th</sup> annual edition of the definitive guide to US customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Sep 2023		The 2023-24 UK CX Decision-Makers' Guide	<p>The 6<sup>th</sup> annual edition of the definitive guide to UK customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>





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Oct 2023	 	The Inner Circle Guide to Customer Interaction Analytics 23-24	<p>Voice and data analytics solutions. Includes AI-enabled real-time and post-call speech analytics, predictive analytics and sentiment detection. Desktop, text, back-office and customer journey analytics. Automated QA and compliance.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Nov 2023	 	The Inner Circle Guide to Agent Engagement & Empowerment 23-24	<p>Agent engagement &amp; engagement strategies, processes and solutions. Unified desktop, knowledge bases, gamification, RPA, AI-enabled agent assistance, WFM, automated QA.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Nov 2023	 	The Inner Circle Guide to Omnichannel Workforce Optimization 23-24	<p>Workforce optimization: WFM, WEM, QA/QM, analytics, performance management, VoC / VoE, gamification, coaching &amp; eLearning.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Dec 2023	 	The Inner Circle Guide to the Voice of the Customer 24-25	<p>VoC programs, customer feedback, interaction analytics, VoE, predictive analytics, omnichannel VoC.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>

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Jan 2024		The 2024 UK Contact Centre Decision-Makers' Guide	<p>The 21<sup>st</sup> annual edition of the definitive guide to the operations, technology, HR, strategy and performance of UK contact centers.</p> <p>Specific solution-focused chapters are available for sponsorship: please contact us for details &amp; availability.</p> <p>Platinum and Gold sponsors receive report downloader details for 12 months.</p>
Jan 2024		The 2024 US Contact Center Decision-Makers' Guide	<p>The 16<sup>th</sup> annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centers.</p> <p>Specific solution-focused chapters are available for sponsorship: please contact us for details &amp; availability.</p> <p>Platinum and Gold sponsors receive report downloader details for 12 months.</p>
Mar 2024		The Inner Circle Guide to AI in the Contact Center 24-25	<p>Conversational &amp; generative AI, chatbots &amp; voicebots, machine learning, LLMs, agent assistance, sentiment analysis, predictive analytics, AI-enabled attended RPA, business insight and discovery.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Mar 2024		The Inner Circle Guide to Remote & Hybrid Contact Center Solutions 24-25	<p>Solutions supporting remote &amp; hybrid working: CCaaS, PCI &amp; fraud reduction solutions, WFM, gamification, VoE, AI-enabled agent desktop, knowledge bases.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>





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Apr 2024	 	The UK Contact Centre Verticals series 24-25	<p>Eight in-depth studies of growth, technology and strategy in <b>Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail &amp; Distribution</b> and <b>Utilities</b> UK contact centers. Read by key decision-makers.</p> <p>Platinum sponsors receive report downloader details for 24 months. Reports updated after 12 months.</p>
Apr 2024	 	The US Contact Center Verticals series 24-25	<p>Eight in-depth studies of growth, technology and strategy in <b>Communications, Finance, Healthcare, Insurance, Manufacturing, Outsourcing, Public Sector</b> and <b>Retail &amp; Distribution</b> US contact centers. Read by key decision-makers.</p> <p>Platinum sponsors receive report downloader details for 24 months. Reports updated after 12 months.</p>
May 2024	 	The Inner Circle Guide to Self-Service 24-25	<p>Chatbots, voicebots, knowledge bases, generative &amp; conversational AI, visual IVR &amp; video, IVR, speech recognition, natural language recognition, PCI / card payment solutions.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
May 2024	 	The Inner Circle Guide to Customer Engagement & Personalization 24-25	<p>Automating personalization, predictive analytics, sentiment detection, omnichannel, intelligent self-service, intelligent routing, AI-enabled agent assistance, video, proactive customer engagement.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>







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Jun 2024	 	The Inner Circle Guide to CCaaS 24-25	<p>CCaaS solutions. Cloud-based WFM, IVR, PCI, CRM, recording, routing, analytics, outbound dialer solutions. AI in the cloud. Remote &amp; hybrid working. Cost, implementation, results of using CCaaS.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Jun 2024	 	The Inner Circle Guide to Next-Generation Customer Contact 24-25	<p>Generative AI, sentiment analysis, customer identity authentication, VR/AR, crowdsourcing, intelligent virtual assistants, IoT. Developing channels - video, visual IVR, messaging/collaboration.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Jun 2024		Exceeding UK Customer Expectations 2024-25	<p>Based on interviews with 1,000 UK customers. Significant vertical PR opportunities from findings.</p> <p>The report quantifies customers' issues with contacting businesses, and details the solutions that could solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA, interaction analytics.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Jun 2024		Exceeding US Customer Expectations 2024-25	<p>Based on interviews with 1,000 US customers. Significant vertical PR opportunities from findings.</p> <p>The report quantifies customers' issues with contacting businesses, and details the solutions that could solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA, interaction analytics.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

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Jul 2024	 	The Inner Circle Guide to First-Contact Resolution 24-25	<p>Impact of FCR on cost and CX. FCR measurement and root-cause analysis: interaction analytics, QM/QA, VoC. Solutions: self-service, AI-enabled agent assistance, agent desktop / RPA, proactive outbound, predictive analytics, video / co-browse / collaboration.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Jul 2024	 	The Inner Circle Guide to Omnichannel 24-25	<p>Customer channels of choice. Omnichannel and digital transformation. Includes sections on email, web chat, social, video, mobile and messaging. Digital channel personalization through interaction analytics &amp; AI.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>
Aug 2024	 	The Inner Circle Guide to Fraud Reduction & PCI Compliance 24-25	<p>PCI compliance solutions: IVR, DTMF suppression, pause &amp; resume, digital payments, cloud-based payments, tokenization. Automated customer identity verification: voice biometrics, call signaling analysis, fraud reduction solutions.</p> <p>Both US &amp; UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months.</p>

**For more detail on any of these reports,  
please email [info@contactbabel.com](mailto:info@contactbabel.com).**

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## THE UK CONTACT CENTRE DIRECTORY

Also available: **The UK Contact Centre Directory** is an Excel database currently detailing c. 4,500 UK customer contact operations and c. 12,000 key personnel. It is available for rental as a whole or in part, and is updated at least once each year.

### Fields:

- Company name
- Company telephone number(s)
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact center
- UK agent positions
- Job Title
- Contact name
- E-mail (c. 99% of cases)
- LinkedIn profile (c. 80% of cases)

**Pricing:** £4,500 + VAT (\$5,750)

Extracts of the UK Contact Centre Directory are available on a bespoke basis (e.g. specific vertical markets, size bands, regions, job titles, etc.) on request, charged at 45p (58c) per named contact. Price capped at maximum of £4,500 (\$5,750).

**Terms:** unlimited usage for 12-month period - [www.contactbabel.com/privacy](http://www.contactbabel.com/privacy)

**Delivery format:** as Microsoft Excel or CSV file, emailed upon receipt of order

## DISCOUNTS AVAILABLE FOR REPORT / DATABASE PACKAGES

Solution providers planning their annual marketing may wish to consider a discounted package deal. We offer the following levels of discount:

Package value (\$)	Discount level offered
\$9,000 - \$12,500	10%
\$12,501 - \$18,000	15%
\$18,001 and above	20%

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**Steve Morrell on +44 (0)1434 682244 or [smorrell@contactbabel.com](mailto:smorrell@contactbabel.com).**