# Research program: Q4 2023 – December 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) | | | CC Decision-Makers' Guides only | ✓ |

| Report types and costs | Bronze | Silver | Gold | Platinum |
|---|---|---|---|---|
| Contact Center Decision-Makers' Guides | $800 | $3,000 | $6,000 | $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.

# Research program: Q4 2023 – December 2024

CONTACTBABEL

| Publication | Coverage | Title | Contents |
|---|---|---|---|
| Nov 2023 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Customer Interaction Analytics 2023-24 | 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.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Nov 2023 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Agent Engagement & Empowerment 2023-24 | Agent engagement & engagement strategies, processes and solutions. Unified desktop, knowledge bases, gamification, RPA, AI-enabled agent assistance, WFM, automated QA.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Nov 2023 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Omnichannel Workforce Optimization 2023-24 | Workforce optimization: WFM, WEM, QA/QM, analytics, performance management, VoC / VoE, gamification, coaching & eLearning.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Nov 2023 | 🇺🇸 🇬🇧 | The Inner Circle Guide to the Voice of the Customer 2023-24 | VoC programs, customer feedback, interaction analytics, VoE, predictive analytics, omnichannel VoC.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |

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| Dec 2023 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Fraud Reduction & PCI Compliance 2024 | PCI compliance solutions: IVR, DTMF suppression, pause & resume, digital payments, cloud-based payments, tokenization. Automated customer identity verification: voice biometrics, call signaling analysis, fraud reduction solutions.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Jan 2024 | 🇬🇧 | The 2024 UK Contact Centre Decision-Makers' Guide | The 21st annual edition of the definitive guide to the operations, technology, HR, strategy and performance of UK contact centers.<br><br>Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.<br><br>Platinum and Gold sponsors receive report downloader details for 12 months. |
| Jan 2024 | 🇺🇸 | The 2024 US Contact Center Decision-Makers' Guide | The 16th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centers.<br><br>Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.<br><br>Platinum and Gold sponsors receive report downloader details for 12 months. |
| Feb 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to AI in the Contact Center 2024-25 | Conversational & generative AI, chatbots & voicebots, machine learning, LLMs, agent assistance, sentiment analysis, predictive analytics, AI-enabled attended RPA, business insight and discovery.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |

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| Mar 2024 | 🇺🇸 🇬🇧 | The UK Contact Centre Verticals series 2024-25 | Eight in-depth studies of growth, technology and strategy in **Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail & Distribution** and **Utilities** UK contact centers. Read by key decision-makers.<br><br>Platinum sponsors receive report downloader details for 24 months. Reports updated after 12 months. |
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| Apr 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Remote & Hybrid Contact Center Solutions 2024-25 | Solutions supporting remote & hybrid working: CCaaS, PCI & fraud reduction solutions, WFM, gamification, VoE, AI-enabled agent desktop, knowledge bases.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Apr 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Self-Service 2024-25 | Chatbots, voicebots, knowledge bases, generative & conversational AI, visual IVR & video, IVR, speech recognition, natural language recognition, PCI / card payment solutions.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |

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| May 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Customer Engagement & Personalization 2024-25 | Automating personalization, predictive analytics, sentiment detection, omnichannel, intelligent self-service, intelligent routing, AI-enabled agent assistance, video, proactive customer engagement.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| May 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to CCaaS 2024-25 | The definitive guide for contact centres and businesses researching cloud-based contact centre solutions.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Jun 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Next-Generation Customer Contact 2024-25 | Generative AI, sentiment analysis, customer identity authentication, VR/AR, crowdsourcing, intelligent virtual assistants, IoT. Developing channels - video, visual IVR, messaging/collaboration.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Jun 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to First-Contact Resolution 2024-25 | 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.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |

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| Sep 2024 | 🇺🇸 🇬🇧 | The Inner Circle Guide to Omnichannel 2024-25 | 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 & AI.<br><br>Both US & UK editions are provided as part of sponsorship.<br><br>Platinum sponsors receive report downloader details for 24 months. Report updated after 12 months. |
| Sep 2024 | 🇺🇸 | The 2024-25 US CX Decision-Makers' Guide | The 7$^{th}$ 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.<br><br>Platinum sponsors receive report downloader details for 12 months. |

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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

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

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