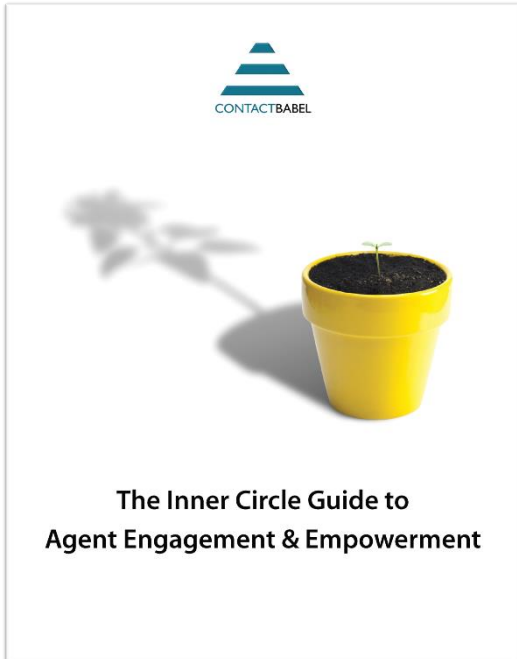# The Inner Circle Guide to Agent Engagement & Empowerment 2024

ContactBabel's series of research-based guides are widely distributed to top decision-makers and influencers in customer-facing businesses across the globe.

Through sponsoring the Inner Circle Guide to Agent Engagement & Empowerment, solution providers have a unique, high-profile opportunity to demonstrate insight into how engaging and empowering agents can benefit business outcomes, staff morale and the customer experience.

Sponsors also get to showcase their solutions and demonstrate how they can help businesses to succeed.

"The Inner Circle Guide to Agent Engagement & Empowerment" draws on surveys with hundreds of US contact centers and 1,000 US consumers, providing unrivalled insight into how to engage agents to provide superior customer service, empowering them to deliver first-contact resolution and drive customer loyalty.

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 these solutions.

The report provides the data and actionable insights that businesses need. Areas covered within the report include:

Drivers for Agent Engagement & Empowerment

- Reduce attrition
- Reduce absence
- Improve first-contact resolution
- Reduce low-value and unnecessary work
- Improve speed to answer
- Support CX improvements

Agent Engagement & Empowerment Techniques

- Voice of the Employee programs
- Align agent behavior and business strategy
- Support flexibility, ownership and empowerment
- Reward and recognition
- Support remote working
- Coaching and empathy training

Agent Engagement & Empowerment Solutions

- AI-enabled agent assistance
- Gamification
- Omnichannel hub (messaging, chat, SMS, email, etc.)
- Self-service and chatbots
- Knowledge base
- Robotic Process Automation
- Workforce Optimization suite
- Analytics (QA, insight)
- Predictive routing
- Wallboards and agent desktop performance tools

Supplier Directory

The report will be launched on November 23rd 2023, with sponsors' artwork and copy due Nov 15th.

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	**$650**	**$2,000**	**$4,000**	**$6,000**

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