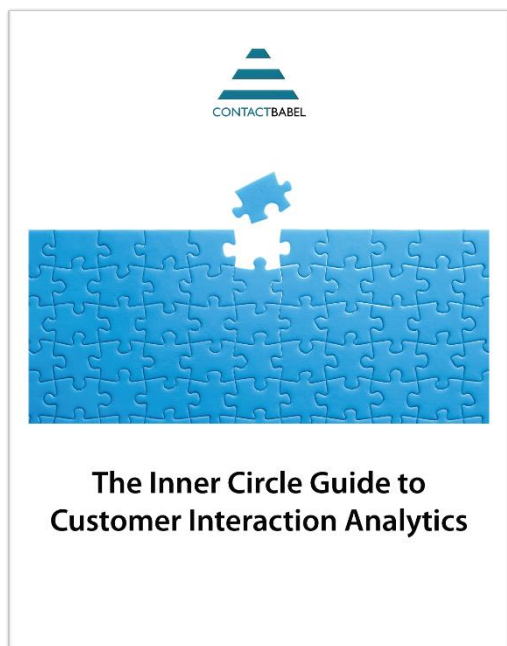




# The Inner Circle Guide to Customer Interaction Analytics 2024



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 Customer Interaction Analytics, solution providers have a unique, high-profile opportunity to demonstrate insight into how AI-enabled interaction analytics is changing the way organizations operate, generating actionable insight to improve CX and business outcomes. Sponsors also get to showcase their solutions and demonstrate how they can help businesses to succeed.

“The Inner Circle Guide to Customer Interaction Analytics” draws on surveys with hundreds of US contact centers and 1,000 US consumers, providing unrivalled insight into how interaction analytics can be used to guide agents to successful outcomes, provide actionable business intelligence and improve processes throughout the contact center.

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:

**Business Drivers**

- Real-time agent optimization
- Compliance
- Performance and customer experience
- First-contact resolution
- Business insight and intelligence: improving the customer journey / VoC
- Omnichannel insight and management

**Implementation and Return On Investment**

- Building a business case
- Selecting the solution provider
- Measuring impact
- Factors influencing success
- Return on investment
- Pitfalls and tips for success

**Using Analytics Successfully**

- AI-enabled real-time agent assistance
- Deployment models
- Text, self-service and back-office analytics
- Customer journey analytics
- Analytics as part of workforce optimization
- Emotion and fraud detection

**Market Landscape**

- Key verticals and activities
- Future Directions

**Supplier Directory**

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

**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				✓
<b>Cost</b>	<b>\$650</b>	<b>\$2,000</b>	<b>\$4,000</b>	<b>\$6,000</b>



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