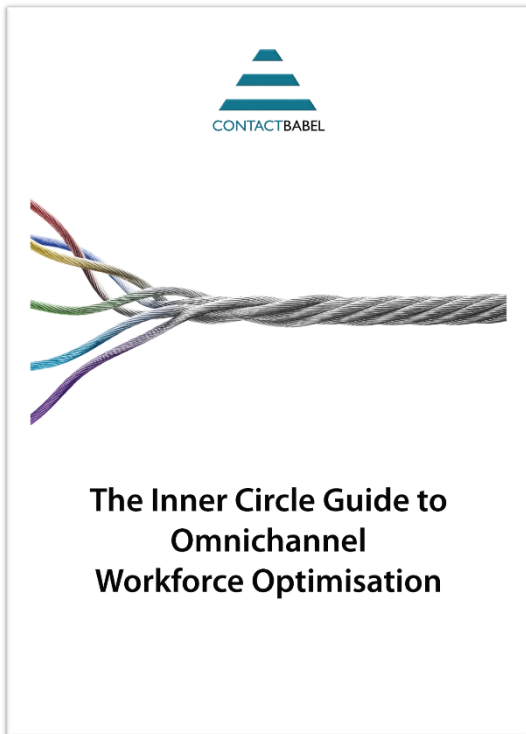


# The Inner Circle Guide to Omnichannel Workforce Optimisation 2024



**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 Omnichannel Workforce Optimisation, solution providers have a unique, high-profile opportunity to demonstrate insight into how WFO can benefit organisations through improving the efficiency and effectiveness of the contact centre workforce.**

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

**"The Inner Circle Guide to Omnichannel Workforce Optimisation"** draws on surveys with hundreds of UK contact centres and 1,000 UK consumers, providing unrivalled insight into how WFO can be used to impact cost, performance, effectiveness and customer experience.

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 these solutions.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

#### Business Drivers

- Financial
- Operational
- Functional
- Strategic

#### Elements of multichannel workforce optimisation

- The role of AI in next-generation WFO
- Quality monitoring & assurance
- Call recording
- Analytics (desktop, speech, text)
- Performance management & MIS
- Workforce engagement & gamification
- Workforce management
- Intraday & real-time automation
- eLearning and coaching
- Back-office optimisation
- The role of cloud in WFO solutions
- Omnichannel challenges and opportunities

#### Implementation

- Deployment as a suite or as best-in-class
- Most suitable operations for WFO deployments
- WFO as a journey: ongoing stages of implementation and usage
- Taking WFO into the enterprise and back-office
- Future WFO functionality: drivers & changes in the business & technology environment
- ROI & TCO
- Results of WFO implementations

#### Market Landscape

- Current and future use of WFO applications by vertical, geography, contact centre size, etc.
- Future developments in WFO
- Supplier Directory: the vendor community (in-depth company profiles)

**The report will be launched on November 2<sup>nd</sup> 2023, with sponsors' artwork and copy due on Oct 26<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>£500</b>	<b>£1,500</b>	<b>£2,750</b>	<b>£4,500</b>



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