The Inner Circle Guide to Omnichannel Workforce Optimization 2024
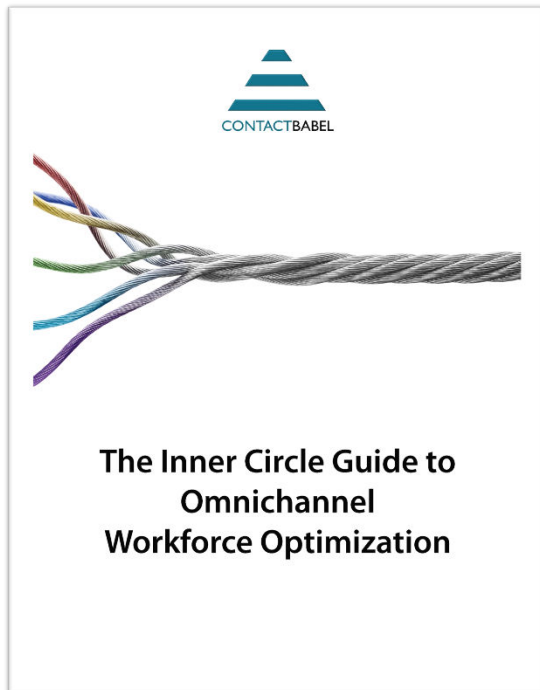

The Inner Circle Guide to Omnichannel Workforce Optimization

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 Optimization, solution providers have a unique, high-profile opportunity to demonstrate insight into how WFO can benefit organizations through improving the efficiency and effectiveness of the contact center workforce.

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

"The Inner Circle Guide to Omnichannel Workforce Optimization" draws on surveys with hundreds of US contact centers and 1,000 US 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 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

- Financial / Operational / Functional / Strategic

Elements of multichannel workforce optimization

- 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 optimization
- 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
- 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 center size, etc.
- Future developments in WFO
- Supplier Directory: the vendor community (in-depth company profiles)

The report will be launched on November 2nd 2023, with sponsors' artwork and copy due on Oct 26th.

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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