The Inner Circle Guide to the Voice of the Customer 2024
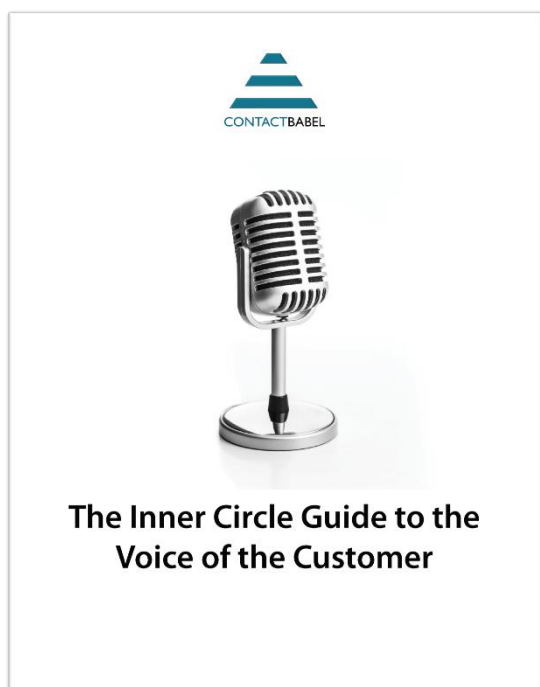

The Inner Circle Guide to the Voice of the Customer

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 the Voice of the Customer, solution providers have a unique, high-profile opportunity to demonstrate insight into how VoC can benefit organizations through understanding and optimizing the customer experience.

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

"The Inner Circle Guide to the Voice of the Customer" draws on surveys with hundreds of US contact centers and 1,000 US consumers, providing unrivalled insight into how VoC programs and solutions can be used to improve customer experience and business outcomes.

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.

CONTACTBABEL

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

- The role of interaction analytics and AI in the VoC program

- Using VoC to drive effective CX outcomes

- What's stopping VoC programs from achieving results?

- Steps to creating a superior and actionable VoC program

- Proving the value of VoC to senior management

- The most useful and effective methods of gathering and analyzing VoC data

- The measurement and role of VoE (Voice of the Employee) in CX outcomes

- Identifying and rewarding employees for achieving CX and VoC targets

- The role of VoC in product development

- Who in the business owns VoC?

- Understanding what customers really value

- CX benchmarking results

- When VoC turns negative – sources of complaints, and how to handle them

- VoC in an omnichannel world

- The future of the Voice of the Customer

- Supplier Directory and market landscape

The report will be launched on <u>November 2nd 2023</u>, 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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