



The UK Contact Centre Decision-Maker's Guide 2024 (21st edition)

Media Partner Pack

Synopsis: The largest primary research-driven report about the UK contact centre industry, now in its 21st year. The report is free of charge to all readers, to maximise readership and advertiser exposure.

With the widest possible distribution to the key decision-makers within the UK contact centre industry, the report informs the readership about the solutions that can assist with their business issues.

The UK Contact Centre Decision-Makers' Guide also encourages the formation of supplier shortlists through various advertisements, case studies, thought leadership pieces, in-text vendor commentary and direct branding options.

Gold and Platinum sponsors receive an own-brand White Paper based on their chapter and/or the full report for their own use and distribution.

Gold and Platinum sponsors will also receive details of the report's downloaders and are able to market to them directly. **Full GDPR-level consent for marketing will have been given in all cases.**

REPORT STRUCTURE AND SECTIONS

The following solution areas and business issues are covered in the report and are sponsorable.

Chapters are available for exclusive sponsorship now on a first-come, first-served basis. Please let us know ASAP if you would be interested in any of these chapters. Correct as of 10/1/24.

- Agent Engagement, Empowerment & Gamification
- Attrition, Absence & Recruitment
- Cloud-based Contact Centre Solutions
- Contact Centre Strategy
- Customer Experience Measurement & Improvement
- Customer Identity Verification
- Headsets & Audio Improvement
- Mobile & Video Customer Contact
- Omnichannel
- Outbound, Proactive Service & Call Blending
- Queue Management & Call-Back
- RPA and the Unified Desktop
- Virtual Contact Centres and the Connected Enterprise



REPORT FORMAT AND DISTRIBUTION

The **UK Contact Centre Decision-Makers' Guide** will be made available via the ContactBabel website (detailed registration is required from downloaders), with full press coverage and support, as well as via social media channels.

We aim for any contact centre manager, contact centre director and Operations Director in the UK to have the ability to access "**The UK Contact Centre Decision-Makers' Guide**". As such, direct invitations to download the Guide will be sent to 30,000+ UK contact centre professionals, and Gold and Platinum sponsors are provided with own-brand White Papers based on their own chapters, which may be distributed as you wish.

Details of those who download the full report from the ContactBabel website will be made available to Gold and Platinum sponsors on a regular basis over a 12-month period, and you may contact these directly.

Information requested from downloaders includes:

- Company name
- Size of contact centre (seats)
- Contact name
- Job title
- Telephone number
- Email address
- Vertical market
- Responsibility for purchasing contact centre solutions (Budget Holder; Make Recommendations; Research; None)
- Main areas of investment in next 12 months, including: AI & Chatbots, Cloud, CRM & Agent Desktop, Homeworking / Remote Working, Knowledge Management, Outsourcing / Telemarketing, Outbound Dialling, Omnichannel, PCI DSS Compliance, IVR / Speech Recognition, Speech Analytics / Call Recording, Voice Biometrics & Customer Identity Verification, Web Self-Service, Workforce Optimisation

The report typically receives around 600-800 downloaders per year, who provide consent to be marketed to.

Own-brand reports and White Papers:

Platinum sponsors will have their own-branded versions of the **entire** report, with permission to offer their full, own-brand report for download from their own website.

Gold sponsors will be provided with an own-brand PDF White Paper based on findings within their own section, for distribution via their own website, email campaigns, etc. **Platinum** sponsors will also receive this.



JOB TITLES OF PREVIOUS REPORT READERS

- Contact Centre Director
- Operations Director
- VP / Head of Customer Service
- CEO
- Customer Experience Manager
- Contact Centre IT Manager
- Head of Customer Care
- Director, Inbound Sales
- Head of Sales and Service
- Contact Centre Manager
- Director of CRM
- Customer Service Director
- Head of Client Relationship Marketing
- Financial Director

TIMESCALE

- **November/December:** Chapters are available for exclusive sponsorship on a first-come, first-served basis
- **September-November:** 200+ interviews completed with UK contact centres
- **Tuesday 30th January 2024:** Sponsors to provide text, logo, copy and advert as appropriate
- **Week commencing 5th February 2024:** The "**2024 UK Contact Centre Decision-Makers' Guide**" launched.

FEATURES AND BENEFITS

Free of charge report

Guarantees the largest audience for an analyst report, maximising sponsor exposure to thousands of senior decision-makers & purchasing influencers throughout the UK.

Generates immediate prospects and sales

Buyers and decision-makers use the report and Supplier Directories to choose and shortlist suppliers of contact centre solutions. Your sales force can also use the report as collateral for sales meetings and marketing events.

Sponsors benefit from a continuous stream of new prospects from the report's downloaders and recipients. Previous years' reports have been downloaded by 600-800 businesses annually, whose total contact centre operations average in excess of 1,000,000 seats.

Enhanced credibility

Sponsors have exclusive branding within the solution area of their choice, becoming associated with that topic in the mind of the reader. The section of the report can be freely distributed by the sponsor in the form of a branded White Paper.

Multiple marketing touchpoints

The report is extremely versatile. It can be used via the email, direct mail or website channels, supporting direct leads, trade shows, conferences & seminars, and sales force prospecting. Supplier offerings are also detailed within the report and on the ContactBabel website.



If written on behalf of a single client, a report with this level of depth and content would cost in excess of £80,000. **The UK Contact Centre Decision-Makers' Guide** costs far less than such an exclusively commissioned White Paper, but delivers much more.

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full page entry, colour logo, hyperlink & contact details	✓	✓	✓	✓
Full-page colour advert, with hyperlinks if required		✓	✓	✓
Own-brand White Paper created from your chapter, for your own use & distribution			✓	✓
Exclusive branding within your chapter			✓	✓
Full-page case study or thought leadership article within your chapter			✓	✓
Receive details of the report's downloaders for a 12-month period			✓	✓
Front-page branding on report				✓
Own-brand version of the FULL report for your own use and distribution				✓
Cost	£650	£2,000	£4,500	£6,000



PREVIOUS SPONSORS OF CONTACTBABEL RESEARCH



To discuss which sponsorship option may be right for you, please contact:

Steve Morrell – smorrell@contactbabel.com – +44 (0)1434 682244.