The US Contact Center Decision-Maker's Guide 2024
(16th edition)

Media Partner Pack

The largest primary research-driven report about the US contact center industry, now in its 16th year.

The report is free of charge to all readers, to maximize readership and advertiser exposure.

With the widest possible distribution to the key decision-makers within the US contact center industry, the report informs the readership about the solutions that can assist with their business issues. It also encourages the formation of supplier shortlists through various advertisements, case studies, thought leadership pieces and direct branding options.

Sponsors will also receive details of the report's downloaders and can market to them directly.

REPORT STRUCTURE AND SECTIONS

The following solution areas and business issues are available for exclusive sponsorship. Subject to change without notice.

- Attrition, Absence & Recruitment
- Contact Center Performance
- Customer Effort, Engagement & First-Contact Resolution
- Customer Experience Measurement & Improvement
- Customer Identity Verification & Fraud Reduction
- Customer Personalization
- Digital Channels
- Headsets & Audio Improvement

- Mobile & Video Customer Contact
- Omnichannel
- Outbound & Proactive Service
- PCI Compliance & Card Fraud Reduction
- Queue Management & Call-Back
- Remote & Hybrid Working
- RPA & the Unified Desktop
- Self-Service
- Virtual Contact Centers & Knowledge Workers

The **US Contact Center 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 center manager, contact center director and Operations Director in the UK to be able to access **"The US Contact Center Decision-Makers' Guide".** As such, direct invitations to download the Guide will be sent to 150,000+ potential US readers, and Gold and Platinum sponsors are provided with own-brand White Papers based on their own chapters, which may be emailed, printed or downloadable your own website as you see fit.

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

The report typically receives around 500-600 downloaders per year, who provide consent to be marketed to.

Information collected about downloaders includes:

- Company name
- Size of contact center (seats)
- Contact name
- Job title
- Telephone number
- Email address
- US state
- Business sector / vertical market (a choice of 22 options)

- Responsibility for purchasing contact center solutions (Budget Holder; Make Recommendations; Research; None)
- Main areas of investment in next 12 months (Web Self-Service, Outbound Dialing, Cloud / Hosted Solutions, Omnichannel, Virtual Contact Centers / Homeworking, Knowledge Management, Self-Service / IVR / Speech Recognition, CRM, Agent Desktop, Speech Analytics / Call Recording, Email Management, PCI DSS Compliance)

'Own-brand' reports and White Papers:
Platinum-level 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-level 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.

JOB TITLES OF PREVIOUS REPORT READERS

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

TIMESCALE

- **November/December:** Any non-renewed chapters are available exclusive sponsorship on a first-come, first-served basis

- **September-November:** 200+ interviews completed with US contact centers

- **Tuesday 30th January 2024:** Sponsors to provide text, logo, copy and advert as appropriate

- **Week commencing 5th February 2024:** The *"2024 US Contact Center Decision-Makers' Guide"* launched.

FEATURES AND BENEFITS

Free of charge report

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

Generates immediate prospects and sales

Buyers and decision-makers use the report and Supplier Directories to choose and shortlist suppliers of contact center 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 500-600 businesses annually, whose total contact center 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.

SPONSORSHIP COSTS AND BENEFITS

If written on behalf of a single client, a report with this level of depth and content would cost in excess of $100,000. **The US Contact Center Decision-Makers' Guide** costs far less than such an exclusively-commissioned research report, but delivers much more.

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full page entry, color logo, hyperlink & contact details	✓	✓	✓	✓
Full-page color 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 (with marketing consent)			✓	✓
Own-brand version of the FULL report for your own use and distribution				✓
Front-page branding on report				✓
Cost	**$850**	**$2,750**	**$5,950**	**$7,950**