

Demand Generation & Content Marketing Opportunities



Read by thousands of organisations each year, the following ContactBabel research is available for sponsorship.

Solution providers benefit from **high-profile branding and market education** opportunities, receive **own-brand content** for their own use, and are provided with the **details of the report downloaders** so that they can market directly to them.

Sponsorship levels and benefits	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			✓	✓
Front-page branding				✓
Full-page case study or thought leadership article within the report				✓
Full contact details of downloaders of the report (with GDPR-level consent)			CC Decision-Makers' Guides only	✓

Report types and costs	Bronze	Silver	Gold	Platinum
Contact Centre Decision-Makers' Guides	£650	£2,000	£4,500	£6,000
Customer Experience (CX) Decision-Makers' Guides	£500	£1,500	£2,750	£4,500
Inner Circle Guides	£500	£1,500	£2,750	£3,750
Exceeding Customer Expectations	£500	£1,500	£2,750	£3,750
Contact Centre Verticals (cost per report)	£295	n/a	n/a	£2,500

Publication	Coverage	Title	Description
May 2024		The Inner Circle Guide to Remote & Hybrid Contact Centre Solutions 2024-25	<p>Solutions supporting remote & hybrid working: CCaaS, PCI & fraud reduction solutions, WFM, gamification, VoE, AI-enabled agent desktop, knowledge bases.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
May 2024		The Inner Circle Guide to Self-Service 2024-25	<p>Chatbots, voicebots, knowledge bases, generative & conversational AI, visual IVR & video, IVR, speech recognition, natural language recognition, PCI / card payment solutions.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
May 2024		The Inner Circle Guide to Customer Engagement & Personalisation 2024-25	<p>Automating personalisation, predictive analytics, sentiment detection, omnichannel, intelligent self-service, intelligent routing, AI-enabled agent assistance, video, proactive customer engagement.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
May 2024		The Inner Circle Guide to Cloud-based Contact Centre Solutions 2024-25	<p>CCaaS solutions. Cloud-based WFM, IVR, PCI, CRM, recording, routing, analytics, outbound dialler solutions. AI in the cloud. Remote & hybrid working. Cost, implementation, results of using CCaaS.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Jun 2024		The Inner Circle Guide to Next-Generation Customer Contact 2024-25	<p>Generative AI, sentiment analysis, customer identity authentication, VR/AR, crowdsourcing, intelligent virtual assistants, IoT. Developing channels - video, visual IVR, messaging/collaboration.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

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Jun 2024	 	The Inner Circle Guide to First-Contact Resolution 2024-25	<p>Impact of FCR on cost and CX. FCR measurement and root-cause analysis: interaction analytics, QM/QA, VoC. Solutions: self-service, AI-enabled agent assistance, agent desktop / RPA, proactive outbound, predictive analytics, video / co-browse / collaboration.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Jul 2024		Exceeding UK Customer Expectations 2024-25	<p>Based on interviews with 1,000 UK customers. Significant vertical PR opportunities from findings.</p> <p>The report quantifies customers' issues with contacting businesses, and details the solutions that could solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA, interaction analytics.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Jul 2024		Exceeding US Customer Expectations 2024-25	<p>Based on interviews with 1,000 US customers. Significant vertical PR opportunities from findings.</p> <p>The report quantifies customers' issues with contacting businesses, and details the solutions that could solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA, interaction analytics.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Sep 2024	 	The Inner Circle Guide to Omnichannel 2024-25	<p>Customer channels of choice. Omnichannel and digital transformation. Includes sections on email, web chat, social, video, mobile and messaging. Digital channel personalisation through interaction analytics & AI.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

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Sep 2024		The 2024-25 US CX Decision-Makers' Guide	<p>The 7th annual edition of the definitive guide to US customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Sep 2024		The 2024-25 UK CX Decision-Makers' Guide	<p>The 7th annual edition of the definitive guide to UK customer experience solutions, issues and challenges, aimed at helping CX professionals understand customer attitudes and requirements, and the solutions available to help them deliver a superior customer experience.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Oct 2024	 	The Inner Circle Guide to Customer Interaction Analytics 2024-25	<p>Voice and data analytics solutions. Includes AI-enabled real-time and post-call speech analytics, predictive analytics and sentiment detection. Desktop, text, back-office and customer journey analytics. Automated QA and compliance.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Nov 2024	 	The Inner Circle Guide to Agent Engagement & Empowerment 2024-25	<p>Agent engagement & engagement strategies, processes and solutions. Unified desktop, knowledge bases, gamification, RPA, AI-enabled agent assistance, WFM, automated QA.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Nov 2024	 	The Inner Circle Guide to the Voice of the Customer 2024-25	<p>VoC programmes, customer feedback, interaction analytics, VoE, predictive analytics, omnichannel VoC.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

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Dec 2024	 	The Inner Circle Guide to Omnichannel Workforce Optimisation 2024-25	<p>Workforce optimisation: WFM, WEM, QA/QM, analytics, performance management, VoC / VoE, gamification, coaching & eLearning.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Jan 2025	 	The Inner Circle Guide to Fraud Reduction & PCI Compliance 2025	<p>PCI compliance solutions: IVR, DTMF suppression, pause & resume, digital payments, cloud-based payments, tokenization. Automated customer identity verification: voice biometrics, call signalling analysis, fraud reduction solutions.</p> <p>Both US & UK editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Feb 2025		The 2025 UK Contact Centre Decision-Makers' Guide	<p>The 22nd annual edition of the definitive guide to the operations, technology, HR, strategy and performance of UK contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.</p> <p>Platinum and Gold sponsors receive report downloader details for 12 months.</p>
Feb 2025		The 2025 US Contact Centre Decision-Makers' Guide	<p>The 17th annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centres.</p> <p>Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.</p> <p>Platinum and Gold sponsors receive report downloader details for 12 months.</p>
Mar 2025	 	The Inner Circle Guide to AI-Enabled Agent Assistance 2025-26	<p>The use of generative AI and LLMs to provide agent assistance, sentiment analysis, predictive analytics, AI-enabled attended RPA, quality scoring, business insight and discovery.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

Publication	Coverage	Title	Description
Mar 2025	 	The Inner Circle Guide to Chatbots & Conversational AI 2025-26	<p>The use of conversational AI chatbots & voicebots to improve customer self-service. How generative AI can boost chatbot capabilities. Use and impact of chatbots on cost and CX.</p> <p>Both UK & US editions are provided as part of sponsorship.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Apr 2025	 	The UK Contact Centre Verticals series 2025-26	<p>Eight in-depth studies of growth, technology and strategy in Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail & Distribution and Utilities UK contact centres. Read by key decision-makers.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>
Apr 2025	 	The US Contact Centre Verticals series 2025-26	<p>Eight in-depth studies of growth, technology and strategy in Communications, Finance, Healthcare, Insurance, Manufacturing, Outsourcing, Public Sector and Retail & Distribution US contact centres. Read by key decision-makers.</p> <p>Platinum sponsors receive report downloader details for 12 months.</p>

THE UK CONTACT CENTRE DIRECTORY

Also available: **The UK Contact Centre Directory** is an Excel database currently detailing c. 4,500 UK customer contact operations and c. 12,000 key personnel. It is available for rental as a whole or in part, and is updated at least once each year.

Fields:

- Company name
- Company telephone number(s)
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre
- UK agent positions
- Job Title
- Contact name
- E-mail (c. 99% of cases)
- LinkedIn profile (c. 80% of cases)

Pricing: £4,500 + VAT

Extracts of the UK Contact Centre Directory are available on a bespoke basis (e.g. specific vertical markets, size bands, regions, job titles, etc.) on request, charged at 45p per named contact. Price capped at maximum of £4,500.

Terms: unlimited usage for 12-month period - www.contactbabel.com/privacy

Delivery format: as Microsoft Excel or CSV file, emailed upon receipt of order

DISCOUNTS AVAILABLE FOR REPORT / DATABASE PACKAGES

Solution providers planning their annual marketing may wish to consider a discounted package deal. We offer the following levels of discount:

Package value (£)	Discount level offered
£7,500 - £9,999	10%
£10,000 - £14,999	15%
£15,000 and above	20%

To discuss a package offer, or any other ContactBabel product further, please contact

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