

# THE UK CONTACT CENTRE DIRECTORY SPECIFICATION SHEET

**Edition:** 35<sup>th</sup> (August 2024)

**Description:** The UK Contact Centre Directory is a database of UK contact centres used for sales and marketing. The database has contact details for 13,984 operational and senior manager and directors.

**Table 1: Contacts by vertical market**

Vertical market	Contacts
Engineering & Construction	248
Entertainment & Leisure	452
Finance	2,014
Food & Drink	392
Housing	442
IT	920
Manufacturing	1,067
Medical	614
Motoring	273
Outsourcing & Telemarketing	519
Printing & Publishing	289
Public Services	1,130
Recruitment & Training	129
Retail & Distribution	1,390
Services	2,376
Telecoms	413
Transport & Travel	848
Utilities	468
<b>Total</b>	<b>13,984</b>

**Table 2: Contacts by agent positions (where reported)**

Agent positions at that location	Contacts
<6	447
6-10	903
11-24	1,685
25-50	1,153
50-100	968
100-150	613
150-200	203
200-250	221
250-500	433
500-1000	233
1000+	632
Undisclosed / unreported	6,493
<b>Total</b>	<b>13,984</b>

**Table 3: Contacts by job title /role**

Job title / role	Contacts
Contact centre manager or	1,469
Contact centre director or	511
HR manager	302
Training manager	174
IT manager	535
Equipment buyer / Facilities	316
Telephony Manager	94
Customer Experience / CRM -	1,494
Other contacts	1,435
MD / CEO	770
Senior Operations Contact	4,038
Senior IT Contact	1,086
Senior Finance Contact	130
Senior HR Contact	129
Senior Customer Service Contact	449
Senior Marketing Contact	399
Senior Sales Contact	172
Other senior contacts	481
<b>Total</b>	<b>13,984</b>



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**GDPR notice:** The UK Contact Centre Directory has never been opt-in / consent-based, and cannot be as this would require knowing who the clients are in advance.

Users of the Directory should consider using 'Direct marketing as a legitimate interest' rather than consent in order to use it lawfully under GDPR. ContactBabel has carried out a legitimate interest assessment as recommended by the ICO and DMA for the Directory, which is available upon request.

While [PECR](#) is still in place, sending emails to UK business clients seems allowable without opt-in (see clauses 142-145). The EU ePrivacy Regulation may change that depending on the final text and UK adoption, but GDPR itself relates to the holding and processing of the data, rather than relating to direct marketing. Please note that this is our interpretation of the law based on what we have read, and does not constitute binding legal advice.

## Fields:

- Company name
- Telephone number
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre
- UK agent positions
- Job Title
- Contact name
- E-mail (c. 100% of cases)
- LinkedIn profile URL (c. 88% cases)

## Pricing:

A 12-month subscription to the entire UK Contact Centre Directory, including an update in Q2, costs **£4,500 + VAT**.

Extracts of the UK Contact Centre Directory are available on a bespoke basis on request (e.g. by specific vertical markets, contact centre size bands and/or job roles). Named contacts are charged at £0.50 each. Email [smorrell@contactbabel.com](mailto:smorrell@contactbabel.com) for quote.

**Minimum order value:** None

**Maximum order value:** capped at £4,500 + VAT

**Cost of count / delivery:** None

**Terms:** unlimited usage for 12 month period. See [www.contactbabel.com/privacy](http://www.contactbabel.com/privacy) for terms of use (bottom of page).

**Delivery format:** immediate, as Microsoft Excel or CSV file

**Specification correct as of:** 13<sup>th</sup> August 2024. All figures subject to change without notice.

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