CONTACTBABEL

2025
Research
Schedule

Demand Generation & Content Marketing Opportunities

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

Sponsors 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. For further details of any report, please contact us - details below.

Publication schedule 2025

Month	Title	Description
Jan	The AI Series: AI for Digital Customer Contact	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. Using AI to answer email, web chat, messaging & social media requests and provide true omnichannel.
Feb	The Inner Circle Guide to Omnichannel Workforce Optimization	Workforce optimization: WFM, WEM, QA/QM, analytics, performance management, VoC / VoE, gamification, coaching & eLearning.
Feb	The UK Contact Centre Decision-Makers' Guide	The annual edition of the definitive guide to the operations, technology, HR, strategy and performance of UK contact centers. Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.
Feb	The US Contact Center Decision-Makers' Guide	The annual edition of the definitive guide to the operations, technology, HR, strategy and performance of US contact centers. Specific solution-focused chapters are available for sponsorship: please contact us for details & availability.
Feb	AI in US Contact Center Verticals	A series of five reports. How can contact centers in specific vertical markets use AI to solve commercial and operational issues affecting that sector in particular? Finance, Healthcare, Insurance, Public Sector & Retail.
Mar	The AI Series: AI for Customer Satisfaction	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. Using AI to improve the factors that our large-scale customer surveys show are really impacting CSAT.
Mar	The Inner Circle Guide to AI-Enabled Agent Assistance	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.
Mar	The AI Series: AI for First-Contact Resolution	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. FCR is key to positive CX: how can AI solutions help businesses to reduce repeat calls?
Mar	The Inner Circle Guide to Chatbots & Conversational AI	The use of conversational AI, chatbots & voicebots to improve customer self-service. How generative AI can boost bot capabilities. Use and impact of bots on cost and CX.

Demand Generation &
Content Marketing Opportunities

Month	Title	Description
Apr	The AI Series: AI for Customer Insights	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. Discover AI's role in understanding customers as individuals, and learn what they are saying and doing.
Apr	The AI Series: AI for Business Insights	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. AI can be used to analyze past interactions and identify areas of actionable improvement.
Apr	The US Contact Center Verticals series	Eight in-depth studies of growth, technology and strategy in Communications, Finance, Healthcare, Insurance, Manufacturing, Outsourcing, Public Sector and Retail & Distribution US contact centers. Read by key decision-makers in these sectors.
Apr	The UK Contact Centre Verticals series	Nine in-depth studies of growth, technology and strategy in Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail & Distribution, Travel and Utilities UK contact centers. Read by key decision-makers in these sectors.
May	The Inner Circle Guide to Agent Engagement & Empowerment	Agent engagement & engagement strategies, processes and solutions. Unified desktop, knowledge bases, gamification, RPA, AI-enabled agent assistance, WFM, automated QA.
May	The AI Series: AI for Revenue Maximization	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. How can AI help to improve cross-selling and upselling, identify next best actions and assist outbound?
May	The AI Series: AI for Workforce Engagement	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. The report looks at how AI can optimize the workforce, automating tasks and improving quality.
Jun	The Inner Circle Guide to Remote & Hybrid Contact Center Solutions	Solutions supporting remote & hybrid working: CCaaS, PCI & fraud reduction solutions, WFM, gamification, VoE, AI-enabled agent desktop, knowledge bases.
Jun	The Inner Circle Guide to Self-Service	Chatbots, voicebots, knowledge bases, generative & conversational AI, visual IVR & video, IVR, speech recognition, natural language recognition, PCI / card payment solutions.
Jun	The Inner Circle Guide to Cloud-based Contact Center Solutions	CCaaS solutions. Cloud-based WFM, IVR, PCI, CRM, recording, routing, analytics, outbound dialer solutions. AI in the cloud. Remote & hybrid working. Cost, implementation, results of using CCaaS.
Jul	The Inner Circle Guide to Customer Engagement & Personalization	Automating personalization, predictive analytics, sentiment detection, omnichannel, intelligent self-service, intelligent routing, AI-enabled agent assistance, video, proactive customer engagement.

Demand Generation &
Content Marketing Opportunities

Month	Title	Description
Jul	The Inner Circle Guide to First-Contact Resolution	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.
Sep	Exceeding UK Customer Expectations	Surveys with 1,000 UK customers. The report quantifies customer issues with contacting businesses, and details the solutions that solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA and interaction analytics.
Sep	Exceeding US Customer Expectations	Surveys with 1,000 US customers. The report quantifies customers' issues with contacting businesses, and details the solutions that solve these, including AI-enabled agent assistance, knowledge bases, intelligent routing, self-service, omnichannel, automated customer authentication, desktop automation / RPA and interaction analytics.
Sep	AI in UK Contact Centre Verticals	A series of four reports. How can contact centers in specific vertical markets use AI to solve commercial and operational issues affecting that sector in particular? Finance, Insurance, Retail & Utilities.
Oct	The US Customer Experience Decision-Makers' Guide	The 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.
Oct	The UK Customer Experience Decision-Makers' Guide	The 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.
Oct	The AI Series: AI for Contact Center Cost Reduction	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. How AI can deflect unnecessary calls, shorten call lengths and handle pre- and post-call work.
Oct	The AI Series: AI for Agent Productivity	**The AI Series** looks at how organizations can use AI to solve real-life business and operational issues. How can AI help agents in-call, cutting duration and queues while achieving positive outcomes?
Nov	The Inner Circle Guide to Customer Interaction Analytics	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.
Nov	The Inner Circle Guide to the Voice of the Customer	VoC programs, customer feedback, interaction analytics, VoE, predictive analytics, omnichannel VoC. Voice and data analytics.
Nov	The Inner Circle Guide to Fraud Reduction & PCI Compliance	PCI compliance solutions: IVR, DTMF suppression, pause & resume, digital payments, cloud-based payments, tokenization. Automated customer identity verification: voice biometrics, call signaling analysis, fraud reduction solutions.

Pricing

Pricing (US)

Report types and costs	Bronze	Silver	Gold	Platinum	Receive downloaders for	Typical total # downloaders
US Contact Center Decision-Makers' Guide	$850	$2,750	$5,950	$7,950	12 months	400-500
US Customer Experience Decision-Makers' Guide	$650	$2,000	$3,750	$5,950	12 months	300-350
Inner Circle Guides	$650	$2,000	$3,750	$5,950	24 months	350-450
Exceeding US Customer Expectations	$650	$2,000	$3,750	$4,950	12 months	200-300
Contact Center Verticals / AI in Contact Center Verticals (cost per report)	$350	$1,000	$2,500	$3,500	24 months	200-250
The AI Series	$650	$2,000	$3,750	$5,950	24 months	350-450

Sponsorship levels 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 (with GDPR-level consent)			Contact Center Decision-Makers' Guide	✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓

The UK Contact Centre Directory

The UK Contact Centre Directory is a database detailing around 14,000 key personnel in over 4,000 UK businesses operating contact centers. It is available for rental as a whole or in part, and is updated at least once each year.

Emails are available for around 99% of contacts, as well as business address and company phone number.

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, priced at 50p per named contact.

Unlimited usage of the full **UK Contact Centre Directory** for 12 months costs £4,500 + VAT / $6,000.

The full specification is available at https://www.contactbabel.com/directories/

Discounts available for Report / Directory packages

We offer the following levels of discount on sponsorship / directory packages:

Package value ($)	Discount level offered
$9,500 - $12,999	10%
$13,000 - $19,499	15%
$19,500 and above	20%

Contact us

To discuss a package offer, or to get further details of any report, please contact

Steve Morrell

📞 +44 (0)1434 682244

✉ smorrell@contactbabel.com