



# Annual Research Schedule

# Demand Generation & Content Marketing Opportunities

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

**NB - all reports are available for sponsorship at any time.**  
**Send us your artwork and copy → We add you to the report → Instant relaunch.**

## Ongoing publication schedule

Quarter	Title	Description
Q1	The AI Series: AI for Digital Customer Contact	AI that actually works: Transforming digital channels into revenue-driving customer magnets.
Q1	The Inner Circle Guide to Omnichannel Workforce Optimisation	Turning the contact centre into a performance powerhouse - every agent, every interaction, optimised.
Q1	The UK Contact Centre Decision-Makers' Guide	<b>ANNUAL FLAGSHIP:</b> The definitive guide to the operations, technology, HR, strategy and performance of UK contact centres.
Q1	The US Contact Center Decision-Makers' Guide	<b>ANNUAL FLAGSHIP:</b> The definitive guide to the operations, technology, HR, strategy and performance of US contact centres.
Q1	AI in US Contact Center Verticals	Industry-specific AI blueprints, because generic solutions don't drive results.  Available for Finance, Healthcare, Insurance, Outsourcing/BPO, Public Sector & Retail & Distribution.
Q1	The AI Series: AI for Customer Satisfaction	Stop guessing what customers want: using AI to improve what our large-scale customer surveys show really impact CSAT.
Q1	The Inner Circle Guide to Chatbots, Voicebots & Conversational AI	How generative and agentic AI can boost bot capabilities. Use and impact of bots on cost and CX.
Q1	The AI Series: AI for First-Contact Resolution	One call, done. AI strategies that solve problems the first time, every time.
Q1	The Inner Circle Guide to AI-Enabled Agent Assistance	Give your agents superpowers: AI that makes every interaction brilliant.



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Month	Title	Description
Q2	The US Contact Centre Verticals series	Growth, technology and strategy in Communications, Finance, Healthcare, Insurance, Manufacturing, Outsourcing, Public Sector and Retail & Distribution US contact centres.
Q2	The UK Contact Centre Verticals series	Growth, technology and strategy in Communications, Finance, Insurance, Manufacturing, Outsourcing, Public Sector, Retail & Distribution, Travel and Utilities UK contact centres.
Q2	The AI Series: AI for Business Insights	Turning data into profit: AI-driven analytical insights that actually drive change throughout the organisation.
Q2	The AI Series: AI for Customer Insights	Mind-reading AI: using analytics to know customers better than they know themselves
Q2	The AI Series: AI for Workforce Engagement	AI workforce magic: Less admin, more results, happier teams.
Q2	The AI Series: AI for Sales Growth	AI that pays for itself: Turning every interaction into revenue opportunity.
Q3	The Inner Circle Guide to Agent Engagement & Empowerment	From burnout to breakthrough: creating agents who love their jobs and crush targets.
Q3	The Inner Circle Guide to Remote & Hybrid Contact Centre Solutions	Remote work that actually works: tools that keep distributed teams winning.
Q3	The Inner Circle Guide to Self-Service	Creating self-service solutions that customers choose over calling: because it's actually better.
Q3	The Inner Circle Guide to Cloud-based Contact Centre Solutions	Ditch the legacy headaches: CCaaS cloud solutions that scale with organisational ambition.
Q3	The Inner Circle Guide to Customer Engagement & Personalisation	Making every customer feel like your only customer: at scale.



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Q3	The Inner Circle Guide to First-Contact Resolution	Make improvements in FCR: the no.1 driver of customer experience.
Q3	Exceeding UK Customer Expectations	What 1,000 UK customers really think, and the fixes that turn complaints into loyalty.
Q3	Exceeding US Customer Expectations	What 1,000 US customers really think, and the fixes that turn complaints into loyalty.
Q4	AI in UK Contact Centre Verticals	Industry-specific AI blueprints, because generic solutions don't drive results. Available for Finance, Healthcare, Insurance, Local Government, Outsourcing/BPO, Retail & Distribution, Transport & Travel and Utilities.
Q4	The US Customer Experience Decision-Makers' Guide	<b>ANNUAL FLAGSHIP:</b> The CX playbook that separates market leaders from market followers. Based on 200+ surveys with US organisations & 1,000 US customers.
Q4	The UK Customer Experience Decision-Makers' Guide	<b>ANNUAL FLAGSHIP:</b> The CX playbook that separates market leaders from market followers. Based on 200+ surveys with UK organisations & 1,000 UK customers.
Q4	The AI Series: AI for Contact Centre Cost Reduction	AI cost-cutting that customers love: slash expenses without sacrificing experience.
Q4	The AI Series: AI for Agent Productivity	AI that makes agents faster, smarter, and happier: help agents in-call, cutting duration and queues while achieving positive outcomes.
Q4	The Inner Circle Guide to Customer Interaction Analytics	Analytics that predict the future: know what customers need before they do.
Q4	The Inner Circle Guide to the Voice of the Customer	Turn customer whispers into business thunderbolts: VoC that drives action.
Q4	The Inner Circle Guide to Fraud Reduction & PCI Compliance	Bulletproof security that customers barely notice: fraud protection that just works.

# Pricing



## Pricing (UK)

Report types and costs	Bronze	Silver	Gold	Platinum	Receive downloaders for	Typical total # downloaders
<b>FLAGSHIP:</b> The Contact Centre Decision-Makers' Guide	£750	£2,000	£3,750	£4,950	12 months	400-600
<b>FLAGSHIP:</b> The Customer Experience Decision-Makers' Guide	£500	£1,500	£2,500	£3,750	12 months	300-400
Inner Circle Guides	£500	£1,000	£1,750	£2,500	12 months	200-250
The AI Series	£500	£1,000	£1,750	£2,500	12 months	300-400
Contact Centre Verticals / AI in Contact Centre Verticals (cost per report)	£500	£1,000	£1,750	£2,500	12 months	200-250
Exceeding Customer Expectations	£500	£1,000	£1,750	£2,500	12 months	200-250

## 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 for 12 months (with GDPR-level consent)			Contact Centre Decision-Makers' Guide	✓
Your own-brand 5-minute video summary, including your commentary				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding & your own-brand 1-page Executive Summary				✓

## 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 centres. 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.

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

## Contact us

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

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