



RESEARCH & SERVICES

SUPPORTING EVERY STAGE OF YOUR MARKETING PIPELINE

Whether you want high-profile brand awareness, new leads, or custom sales support in key prospect meetings, ContactBabel can deliver.

We provide bespoke support to your marketing efforts at every stage of the pipeline.

AWARENESS

High-profile, demand-generating research. Advertising, own-brand versions & hundreds of downloaders. Or go direct to the industry with **The UK Contact Centre Directory**: the largest database of CC decision-makers.

INTEREST

Build your custom package of White Paper, analyst presentation at your webinar, email and social media support. We'll host your White Paper and share all downloader details. Ideal for Vertical Market focus.

EVALUATION

The Buyers' Guides are written for businesses actively evaluating solutions and suppliers. Includes definitive and freely available Supplier Directory, in-depth interviews with solution providers and all downloaders.

ENGAGEMENT

Bespoke branded content, tailored presentations and independent analyst briefings for key sales meetings. Boost credibility, differentiate your pitch, accelerate deals.



Annual **Flagship** research
The **AI Series**
The **Inner Circle Guides**
The UK Contact Centre Directory

Thought Leadership Pipeline:
Custom White Paper |
Webinar | Lead Generation

The Buyers' Guides

**The Sales Edge
Programme**

SUPPORTING AWARENESS

Our top-of-funnel demand generation research attracts readers looking for credible sources of information to solve their business issues and to find out more about the solutions that can help.

Branding and advertising throughout, receive details of downloaders for 12 months, as well as own-brand versions of the research for your own use and distribution.

ANNUAL FLAGSHIP RESEARCH

Our highest profile and most downloaded research. We survey hundreds of businesses to produce ***The UK / US Contact Centre Decision-Makers' Guides***, ***The UK / US CX Decision-Makers' Guides*** & ***The UK / US AI Decision-Makers' Guides***. We also cover **South Africa** and **ANZ**.

THE AI SERIES

Market education and demand generation research for readers who know their business issues and want to know how AI can help. The **AI Series** consists of 10 reports:

- AI for Agent Productivity
- AI for Business Insights
- AI for Contact Centre Cost Reduction
- AI for Customer Insights
- AI for Customer Satisfaction
- AI for Digital Customer Contact
- AI for First-Contact Resolution
- AI for Quality Assurance
- AI for Sales Growth
- AI for Workforce Engagement

The AI Series & Inner Circle Guides are provided in both UK and US editions. Research partners receive details of all downloaders for a minimum of 12 months.

Annual **Flagship** research
The **AI Series**
The **Inner Circle Guides**
The UK Contact Centre Directory

THE INNER CIRCLE GUIDES

Market education and demand generation research for readers looking for specific solutions. The **Inner Circle Guides** consist of 14 reports:

- Agent Engagement & Empowerment
- Agentic AI
- AI-Enabled Agent Assistance
- Chatbots & Voicebots
- Customer Engagement & Personalisation
- Customer Interaction Analytics
- Cloud-based Contact Centre Solutions
- First-Contact Resolution
- Omnichannel
- PCI Compliance & Fraud Reduction
- Remote & Hybrid Working Contact Centre Solutions
- Self-Service
- Voice of the Customer
- Workforce Optimisation

THE UK CONTACT CENTRE DIRECTORY

The largest database of UK contact centre decision-makers, available for rental. Extracts based on job role, vertical market and size band available. Full details available from www.contactbabel.com/directories/

SUPPORTING *INTEREST*

Our ***Thought Leadership Pipeline*** service is for solution providers who want to engage more closely with prospects, as well as gaining new leads.

Commission a bespoke White Paper that looks at **exactly** what you want it to, whether a solution, business issue, vertical market, or even a mix of these.

We'll present at your webinar and support it through social media and direct email. We'll also host the White Paper on our website and send you the leads.

Thought Leadership Pipeline:
Custom White Paper |
Webinar | Lead Generation

THOUGHT LEADERSHIP PIPELINE

Drawing on our massive UK and US primary research programmes going back to 2001, you commission us to write bespoke thought leadership content based on hard data, exactly to your specifications.

As we have the data in-house already, there'll be no extra expensive and lengthy primary research to pay for.

Build your custom package of White Paper and analyst presentation at your webinar, along with email and social media support, both for the webinar and the White Paper.

We'll host your White Paper on our website for a minimum of 12 months and share all downloader details with you.

Examples of White Papers we have written include:

- AI in UK Healthcare Contact Centres
- Contact Centres in the New Digital World
- The 2025 UK Retail CX Report
- Voice: Its place in a multichannel world
- Local Government CCs : Towards a Digital Future

VERTICAL MARKETS

The depth of our primary research means that we can segment data by vertical market, providing our clients with White Papers based on targeted insights rather than generic top-level opinions.

Show you understand your prospects by providing them with a level of real information and insight about their industry that is not available elsewhere.

We provide insight and data on these vertical markets:

- Communications
- Financial Services
- Healthcare
- Insurance
- Manufacturing
- Outsourcing / BPO
- Public Sector
- Retail & Distribution
- Services
- Transport & Travel
- Utilities

SUPPORTING *EVALUATION*

A new series of reports, ***The Buyers' Guides*** are written for businesses actively learning about and evaluating suppliers for specific solutions.

Reports include a definitive and freely available Supplier Directory (made available for SEO & GEO for maximum exposure), in-depth analyst interviews with the report's research partners and details of all downloaders.

Research partners will be provided with branded versions of the Buyers' Guide, with their analyst profile prominent.



The Buyers' Guides

THE BUYERS' GUIDES

The Buyers' Guide series gives practical advice to readers who have gone beyond the market education stage and are now considering specific solutions and vendors.

The report's research partners will be interviewed by ContactBabel about their solutions, customers and capabilities, as well as their strategic roadmap. This will provide readers with the level of independent detail they would usually have to pay considerable fees for.

Research partners benefit from receiving own-brand versions of the report with their advertising, branding and analyst profile included. The research will provide prospects with practical and objective information about how your company can address the issues in which readers are interested.

The Buyers' Guides are provided in both UK and US editions. Research partners receive details of all downloaders for a minimum of 12 months.

SOLUTIONS COVERED

We intend that the ***Buyers' Guides*** will be the most comprehensive studies freely available to businesses.

The Supplier Directory will be ungated and promoted extensively to rank highly for SEO and GEO, encouraging direct contact with research partners as well as downloading the report from our site.

In 2026, we will cover:

- Interaction Analytics
- Voice AI
- Workforce Optimisation

SUPPORTING *ENGAGEMENT*

Give your sales team the edge with bespoke custom insight and support for prospect meetings.

Selling AI agent assistance to a large UK financial services company? No problem.

Bespoke branded content, tailored presentations and independent analyst briefings for key sales meetings.

Boost credibility, differentiate your pitch and accelerate deals.



***The Sales Edge
Programme***

THE SALES EDGE PROGRAMME

In our role as an independent industry analyst, we can provide personalised sales packs, including focused mini-White Papers and slide decks for insight and discussion.

Help your prospects to understand what's happening elsewhere, and show them you value their time and understand their challenges.

We present to your prospects and answer any questions about what the market is doing, why they should be using these types of solution and how they compare with their competitors.

We can support your persona-based ABM efforts: if you're speaking with CX, operations or financial decision-makers, they care about different things. We'll work with you to create the message that resonates most with their role and pain-points.

HOW IT WORKS

Let us know who you're meeting with and the solutions you're presenting. Share any angles or insights you'd like us to focus on.

We'll create a data-driven, objective 4-6 page PDF report specifically focused on that company, vertical, contact centre size, job persona and your solution.

We'll co-brand the report with you and it will be personalised for the prospect's company. If they share relevant information, we can even include comparisons with their competitors at industry level.

We'll create a slide deck based on the report and present it online to your prospect / client.

We can answer any questions they may have about the type of solution you're offering, the future of contact centres and what their sector is doing.

2026 PUBLICATION DATES

Although publication dates are listed below, *Inner Circle Guides* and the *AI Series can be joined at any time*, and you will receive details of downloaders for a minimum of 12 months, no matter when you join the research.

When you join a report, we update the data and insight to the freshest available, add your advertising and branding, create your own-brand versions and relaunch the report by email (25,000 UK records / 125,000 US records) and LinkedIn (8,000 connections).

NB – Flagship and *Buyers’ Guide* research partners need to meet the publication deadlines below.

JANUARY

Inner Circle Guide: Workforce Optimisation
AI Series: AI for Agent Productivity
AI Series: AI for Contact Centre Cost Reduction

FEBRUARY

Flagships: UK & US Contact Centre Decision-Makers’ Guides
AI Series: AI for Digital Customer Contact

MARCH

Inner Circle Guide: AI-Enabled Agent Assistance
Inner Circle Guide: Chatbots & Voicebots
AI Series: AI for Customer Satisfaction
AI Series: AI for First-Contact Resolution

APRIL

Buyers’ Guide: Voice AI
Flagship: The ANZ Contact Centre Decision-Makers’ Guide

MAY

Flagships: The UK & US AI Decision-Makers’ Guides
Inner Circle Guide: First-Contact Resolution

JUNE

AI Series: AI for Business Insights
AI Series: AI for Customer Insights
AI Series: AI for Workforce Engagement

JULY

Inner Circle Guide: Agentic AI
AI Series: AI for Sales Growth
Buyers’ Guide: Workforce Optimisation

AUGUST

Inner Circle Guide: Remote & Hybrid Working
Inner Circle Guide: Voice of the Customer

SEPTEMBER

Buyers’ Guide: Interaction Analytics
Inner Circle Guide: Cloud-based Contact Centre Solutions
AI Series: AI for Quality Assurance

OCTOBER

Flagship: The SA Contact Centre Decision-Makers’ Guide
Inner Circle Guide: Customer Engagement & Personalisation
Inner Circle Guide: Self-Service

NOVEMBER

Flagships: The UK & US CX Decision-Makers’ Guides
Inner Circle Guide: Customer Interaction Analytics
Inner Circle Guide: Omnichannel

DECEMBER

Inner Circle Guide: Agent Engagement & Empowerment
Inner Circle Guide: PCI Compliance & Fraud Reduction

COSTING AND BENEFITS

To discuss any product or service, please contact Steve Morrell:
smorrell@contactbabel.com or call +44(0)1434 682244.



ANNUAL FLAGSHIP RESEARCH

- **The UK & US Decision-Makers' Guides:**
Contact Centre | Customer Experience | AI
- **The South African | ANZ Contact Centre Decision-Makers' Guides**
- **Advertising and branding:** front-page branding, advert, case study / advertorial, Supplier Directory entry
- **Own-brand version** of full report*
- **Details of all downloaders** for 12 months
- **£3,750 + VAT**
- *UK & US CC Decision-Makers' Guide research partners choose an exclusive chapter and receive this as an own-brand White Paper. The full own-brand report costs an additional £750 + VAT.

INNER CIRCLE GUIDES & AI SERIES

- **Advertising and branding:** front-page branding, advert, case study / advertorial, Supplier Directory entry
- **Own-brand versions** of full report (UK & US editions)
- **Details of all downloaders** for 12 months
- **£2,500 + VAT**

THOUGHT LEADERSHIP PIPELINE

- **Custom White Paper** to your specification (12-15pp)
- **Analyst presentation** at your webinar
- **Email and social media support** for webinar & White Paper
- **White Paper hosted on our website** for 12 months
- **Details of all White Paper downloaders**
- **£6,000 + VAT**

THE BUYERS' GUIDES

- **Advertising and branding:** front-page branding, advert, case study / advertorial, Supplier Directory entry
- **Own-brand versions** of full report (UK & US editions)
- **Details of all downloaders** for 12 months
- **£2,500 + VAT**

THE SALES EDGE PROGRAMME

- **Custom co-branded Research Paper** (4-6pp)
- **Slide deck** based on Research Paper
- **Online analyst presentation at your sales meeting**
- **£1,500 + VAT**

THE UK CONTACT CENTRE DIRECTORY

- The largest database of UK contact centre decision-makers, available for rental. Extracts based on job role, vertical market and size band available.
- **12-month unlimited use rental** (includes all updates and expansions): **£4,500 + VAT**
- **Extracts: £0.50 + VAT** per record
- Full details available from www.contactbabel.com/directories/