



CONTACTBABEL

REAL DATA. REAL INSIGHTS.

RESEARCH & SERVICES

REAL DATA. REAL INSIGHTS. REAL OPPORTUNITIES.



Since 2001, ContactBabel has surveyed 1,000+ contact centres and 4,000+ customers every year.

Supported by solution providers' sponsorship of our research, we produce the most **up-to-date, detailed and accurate** data-driven studies of the CX and contact centre industries available.

We're trusted by the **thousands of senior contact centre and CX decision-makers** who download our reports each year.

With **50+ research reports** available, solution providers can be sure they will **reach the right audience**.

FLAGSHIP RESEARCH: THE DECISION-MAKERS' GUIDES

High-profile, definitive industry studies

Wide-ranging, country-level research

UK | US | South Africa | ANZ



THE VERTICAL VIEW SERIES

Expert insight into vertical markets

10 UK & 6 US business sectors

Benchmarks | AI | Trends | Technology

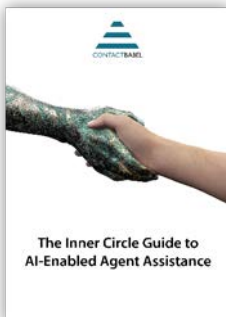


THE INNER CIRCLE GUIDE SERIES

Data & insight into 9 key solutions

Supporting buyers & prospects

UK | US | Optimised for AI search

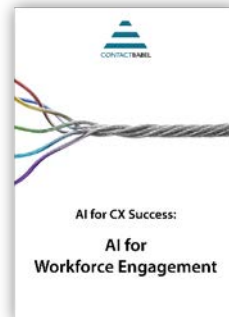


THE AI FOR CX SUCCESS SERIES

Series of 10 reports | How AI can help

Focuses on use cases, not technology

UK & US editions



FLAGSHIP RESEARCH:

THE DECISION-MAKERS' GUIDES



Since 2001, ContactBabel has surveyed **1,000+ contact centres** and **4,000+ customers every year**. This research forms the backbone of our **flagship Decision-Makers' Guide** research.

THE CONTACT CENTRE DECISION-MAKERS' GUIDES

Our highest profile and most downloaded research, which has been described as "**the Bible of the contact centre industry**".

Hundreds of organisations surveyed about every element of their contact centre operations, technology and strategy. The result is the **most definitive, data-driven view of the contact centre industry available**.

UK (23rd edition) | **US** (18th edition) | **South Africa** (2nd edition) | **Australia & New Zealand** (4th edition)



THE CUSTOMER EXPERIENCE DECISION-MAKERS' GUIDES

Based on a mix of **hundreds of B2B surveys and 1,000+ customer surveys**, the research looks at the reality of CX from customers' perspectives as well as businesses'.

Track customer channel preference over time; understand concerns and experiences around the use of AI; learn what CX technology organisations are investing in; benchmark CX and understand what drives it. **Crucial research that senior CX strategists use to develop their plans and investments.**

UK (9th edition) | **US** (9th edition)



THE AI DECISION-MAKERS' GUIDES

New research for 2026, providing much-needed clarity and accuracy to the market.

Detailed primary research looking at the reality of what organisations are doing with **AI for CX: implementation, plans, outcomes**. How AI can alleviate business issues, cut costs and drive CX.

Customer-level research on their concerns, opinions and experience of using AI for customer contact.

UK (1st edition) | **US** (1st edition)



THE *INNER CIRCLE GUIDE* SERIES



The ***Inner Circle Guide*** series of nine reports looks in-depth at key solutions of most interest to the market.

Market education and buyer support, based on primary research. Insight into use cases, implementation, outcomes and solution providers available to help. **Sponsors of the research receive both UK and US editions.**

SOLUTIONS COVERED

Market education and demand generation research **for readers looking for specific solutions and to engage with suppliers.** UK & US editions.

The ***Inner Circle Guide*** series consists of 9 reports:

- Agentic AI
- AI-Enabled Agent Assistance
- AI-Enabled Interaction Analytics
- CCaaS / Cloud-based Contact Centre Solutions
- Chatbots, Voicebots & Conversational AI
- Omnichannel
- Self-Service
- Voice AI
- Workforce Engagement & Optimisation

WHY SUPPORT THIS RESEARCH?

Sponsors of ***Inner Circle Guides*** receive:

Branding and advertising throughout: be seen as a key supplier of the solutions that readers want to learn about.

Own-brand versions of the reports: get leading-edge, data-driven research for a fraction of the cost of commissioning it yourself. Share as widely as you wish, without restriction. UK & US editions provided.

Receive details of the research's downloaders: engage directly with the reports' readers. Full contact details of every downloader, as well as their technology investment plans, for 12 months. Includes marketing consent.

NEW FOR 2026

To make our research more prominent for AI searches, each ***Inner Circle Guide*** will have a freely available, data-heavy Executive Summary, a full and free Supplier Directory listing as many relevant suppliers as possible, and full explanations of sources and methodology to strengthen our authority with AI search tools.

Each report will also be supported by easily accessible blog posts, articles, data tables & LinkedIn / Reddit posts.

THE VERTICAL VIEW SERIES



Every organisation has pressures and issues specific to its business sector, and the contact centres supporting these are no different. The **Vertical View** series of reports gives readers information and insight about their sector that is **simply unavailable elsewhere**.

Solution providers supporting these reports can position themselves as **true experts** in the operational and strategic issues that these vertical markets face, as well as providing their prospects with **vital data and insight** around investments, benchmarking, technology plans, strategy and operational performance. Each report also identifies the **key pain points** reported by each sector and shows **how AI can be employed to resolve these**.

Research sponsors receive own-brand versions, details of downloaders and advertising & branding.

THE VERTICAL VIEW SERIES

Each **Vertical View** report is based on primary research with hundreds of organisations in each sector going back many years to show how their industry is changing and what the future holds.

The Vertical View series consists of 10 reports in the UK:

- Communications (including Telco)
- Financial Services
- Healthcare
- Insurance
- Manufacturing
- Outsourcing & BPO
- Public Sector
- Retail & Distribution
- Travel & Transport
- Utilities

The US has 6 Vertical View reports: Financial Services, Healthcare, Insurance, Outsourcing, Public Sector and Retail & Distribution.



THE *AI FOR CX SUCCESS* SERIES



While our **Inner Circle Guide** series looks at specific technology solutions, the popular **AI for CX Success** series takes another viewpoint: **considering the business issue first**.

Written for senior decision-makers who have identified an area of customer experience that they want to improve, the **AI for CX Success** series looks at 10 areas where AI can be implemented to improve operations, performance and customer experience.

Based on surveys with hundreds of organisations and thousands of customers, the **AI for CX Success** series delivers **focused data and insight for time-poor senior executives** who need real solutions to real issues.

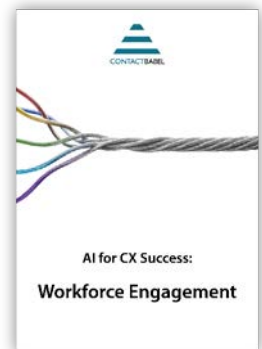
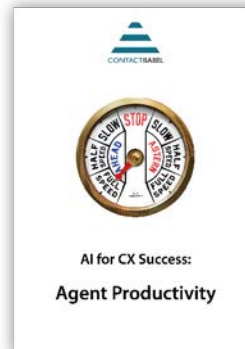
Solution providers supporting these reports will position themselves as **business partners rather than vendors**, detailing real-life use cases that resonate with readers who need to solve their commercial and CX issues.

Research sponsors receive own-brand UK & US versions, details of downloaders and advertising & branding.

THE *AI FOR CX SUCCESS* SERIES

There are 12 reports in the **AI for CX Success** series. Both **UK & US editions are provided** as part of the sponsorship:

- Agent Productivity
- Business Insights
- Contact Centre Cost Reduction
- Customer Insights
- Customer Satisfaction
- Digital Customer Contact
- First-Contact Resolution
- Hyper-Personalisation
- Quality Assurance
- Predictive & Proactive Service
- Sales Growth
- Workforce Engagement



THE THOUGHT LEADERSHIP PIPELINE



Solution providers requiring **bespoke, customised content** should consider our *Thought Leadership Pipeline*.

Consisting of a **White Paper** written to your exact specifications, support for your **webinar** – including analyst presentation and publicity on LinkedIn and email – and **details of the White Paper's downloaders for 12 months**, the *Thought Leadership Pipeline* is a cost-effective and targeted method to deliver high quality content to your audience across multiple channels.

If no webinar is required, we can write the White Paper and host it on our site for 12 months.

WHITE PAPER

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.

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
- Towards a Local Government Digital Future

WEBINAR

As part of the *Thought Leadership Pipeline* service, an experienced analyst will work with you and **present the findings** of the White Paper at your webinar.

We'll also **support webinar attendance** through email and social media support, both for the live webinar, the recording and the White Paper itself.



THE UK CONTACT CENTRE DIRECTORY



For solution providers going direct to the UK contact centre market, the **UK Contact Centre Directory** is the **largest database of UK contact centre decision-makers available**.

It is an MS Excel database of around **14,000 decision-makers**, available for rental in whole or in part.

With email addresses and social media profile links for individual contacts, and addresses and phone numbers at company level, this gives database users **multiple contact options**.

Data are fully **updated at least every 12 months**, and there are **additional records delivered every 4 months**.

For solution providers who want to focus on specific **vertical markets, contact centre sizes** or **job roles**, **extracts are available for rental**. There is no minimum order.

VERTICAL MARKETS

- Engineering & Construction – 266 named contacts
- Entertainment & Leisure – 428
- Finance – 1,951
- Food & Drink – 362
- Housing – 420
- IT – 908
- Manufacturing – 1,010
- Medical – 597
- Motoring – 238
- Outsourcing & Telemarketing – 480
- Printing & Publishing – 285
- Public Services – 1,046
- Recruitment & Training – 113
- Retail & Distribution – 1,341
- Services – 2,399
- Telecoms – 404
- Transport & Travel – 827
- Utilities – 461

DATA FIELDS

- Company name
- Telephone number (company)
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre (range – available in c. 50% of cases)
- UK agent positions (range – available in c. 50% of cases)
- Job Title
- Contact name
- E-mail (c. 100% of cases)
- LinkedIn profile URL (c. 89% of cases)

Full details available from

www.contactbabel.com/demand-generation-uk-database

2026 PUBLICATION DATES

If desired, it may be possible to support *Inner Circle Guides*, *Vertical View* and *AI for CX Success* research **outside these publication dates**, with reports being **relaunched and publicised**.

Please get in touch if your marketing schedule would require this.



JANUARY

Inner Circle Guide: Workforce Engagement & Optimisation
AI for CX Success: Contact Centre Cost Reduction

FEBRUARY

Inner Circle Guide: Chatbots, Voicebots & Conversational AI
AI for CX Success: Agent Productivity

MARCH

Flagships: UK & US Contact Centre Decision-Makers' Guides
Inner Circle Guide: AI-Enabled Agent Assistance
AI for CX Success: First-Contact Resolution

APRIL

Vertical View: UK (10 vertical reports)
Vertical View: US (6 vertical reports)
AI for CX Success: Customer Satisfaction

MAY

Flagships: The UK & US AI Decision-Makers' Guides
AI for CX Success: Business Insights

JUNE

Flagship: The ANZ Contact Centre Decision-Makers' Guide
Inner Circle Guide: Voice AI
AI for CX Success: Customer Insights

JULY

Inner Circle Guide: Agentic AI
AI for CX Success: Hyper-Personalisation

AUGUST

Inner Circle Guide: Omnichannel
AI for CX Success: Quality Assurance

SEPTEMBER

Inner Circle Guide: AI-Enabled Interaction Analytics
AI for CX Success: Predictive & Proactive Service

OCTOBER

Inner Circle Guide: Cloud-based CC Solutions / CCaaS
Inner Circle Guide: Self-Service
AI for CX Success: Workforce Engagement

NOVEMBER

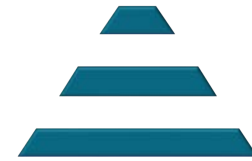
Flagships: The UK & US CX Decision-Makers' Guides
Flagship: The SA Contact Centre Decision-Makers' Guide
AI for CX Success: Sales Growth

DECEMBER

AI for CX Success: Digital Customer Contact

COSTING AND BENEFITS

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



CONTACTBABEL

REAL DATA. REAL INSIGHTS.

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 Contact Centre 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 FOR CX SUCCESS

- **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**
- **£3,000 + VAT**

VERTICAL VIEW

- **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**
- **£3,000 + VAT**

THOUGHT LEADERSHIP PIPELINE

- **Custom White Paper** to your specification (c. 12-15pp) for your own use and distribution
- **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 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/demand-generation-uk-database