



## Annual subscription to UK Contact Centre Directories

### Offer highlights

- Unlimited access to around 18,000 key decision-makers and influencers at all levels of the business, in around 3,000 UK contact centres
- Full, on-demand databases provided to your specification, when you need them
- One-off annual subscription payment of £3,500

### **Directory offerings:**

**The UK Contact Centre Operations Directory** is an accurate and extensive database of contact centre operations in the UK. It is used as a sales and marketing tool by suppliers of products and services to the contact centre industry, including hardware and software providers, telcos, training and recruitment companies and other businesses for which contact centres represent a target market.

**Operations Directory (20<sup>th</sup> edition)** - released June 2010

- Over 12,800 unique named key contacts at operational level (Contact Centre manager/director, IT, HR, Training, Telecoms, Equipment buyer)
- Around 3,000 UK contact centres
- Previously £4,500 for a full edition, single-copy

**The UK Contact Centre Executive Directory** is a bespoke database of senior personnel within around 800 UK businesses that run significant contact centre operations. It is a sister database to the UK Contact Centre Operations Directory, and has been created to aid the sales and marketing efforts of those solution providers who wish to target Director and Executive-level contacts, rather than solely operational management.

**Executive Directory (12<sup>th</sup> edition)** - released June 2010

- 5,000 unique senior contacts (above the level of the Operations Directory) in UK businesses (including CEO, Overall head of Operations, Sales and Marketing, Customer Services, Finance, IT)
- Around 800 UK organisations
- previously £3,750 for a full edition, single-copy

**Clients may rent the entire list or choose smaller extracts to suit their needs.**



### **Proposition:**

We can provide you with unlimited access to the most recent versions of the two UK Contact Centre Directories, in their entirety, on heavily-discounted basis, or you can choose specific extracts. You will have the most up-to-date intelligence available, meaning there is a greater chance of communicating your sales and marketing messages to the right decision-maker.

For the full subscription, you pay a single annual fee of £3,500 for unlimited, on-demand use of the most recent versions of both directories for a 12-month period. (The former subscription price for full access to both databases was £12,000). As a subscriber you will have instant access to around 18,000 unique key decision-makers within the UK contact centre industry.

Alternatively, tell us your requirements and we will give you a bespoke count and quote.

### **Advantages for the solution provider:**

- No need to scabble round for budgets. A one-off payment secures unlimited 12-month access to the directories.
- Both the Operations and Executive Directories are telephone-verified twice a year.
- Ongoing research programmes mean that you can request the most up-to-date versions at any time.
- Records are supplied with company name, postal address, telephone number. 83% of contacts in the Operations Directory and 76% of contacts in the Executive Directory have an e-mail address.
- Your sales and marketing teams receive unprecedented levels of knowledge about the contact centre operations, including its size, vertical market, inbound/outbound activity and the type of calls it makes/receives.
- You may segment the directory by job function, vertical market, contact centre size or region if required.
- Freshest data possible with 6-monthly updates
- No additional databases will be required; the subscription will cover all of your yearly prospect data requirements.
- You may use the data **as many times** as you wish over a 12-month period. Terms of use can be found here [www.contactbabel.com/terms.htm](http://www.contactbabel.com/terms.htm)

### **For more information please contact:**

#### **ContactBabel**

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## THE UK CONTACT CENTRE OPERATIONS DIRECTORY - SPECIFICATION SHEET

**Edition:** 20<sup>th</sup> (June 2010)

**Research carried out:** Mar-May 2010

**Description:** Database of 2,942 UK contact centres and their operational management

**Table 1: Contact centres by vertical market**

Vertical market	Contact centres
Engineering & Construction	30
Entertainment & Leisure	72
Finance	296
Food & Drink	65
ISP	28
IT	215
Manufacturing	307
Medical	51
Motoring	50
Outsourcing & Telemarketing	206
Printing & Publishing	135
Public Services	602
Recruitment & Training	18
Retail & Distribution	296
Services	261
Telecoms	81
Transport & Travel	180
Utilities	49
<b>Total</b>	<b>2,942</b>

**Table 2: Contact centres by agent positions**

Contact centre size (APs)	Contact centres
<6	12
6-10	564
11-24	687
25-50	600
50-100	430
100-150	170
150-200	92
200-250	87
250-500	144
500-1000	68
1000+	56
undisclosed	32
<b>Total</b>	<b>2,942</b>

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

Job title / role	Contacts	Email addresses
Contact centre manager or equivalent	2,639	2,160
Contact centre director or equivalent	1,206	1,006
HR manager	1,976	1,647
Training manager	1,156	978
IT manager	1,919	1,607
Equipment buyer	1,274	1,101
Telephony manager	833	691
MD / CEO / Senior contact	663	519
Senior Operations Contact	137	109
Senior IT Contact	224	176
Senior Finance Contact	87	77
Senior HR Contact	237	200
Senior Marketing Contact	50	40
Senior Sales Contact	78	67
Miscellaneous	405	336
<b>Total</b>	<b>12,884</b>	<b>10,714</b>

NB: email accuracy cannot be guaranteed.

**Pricing:** Extracts are charged at 90p per contact centre, plus 25p per contact at that site. Based on 12-month unlimited use rental.

For orders over £3,500 in value, the Annual Subscription pricing applies - purchasers receive the entire Operations and Executive Directories, plus all updates for 12 months, for a one-off payment of £3,500.

**Minimum order value:** None

**Cost of count / delivery:** None

**Terms:** unlimited usage for 12 month period

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

**Specification correct as of:** June 9<sup>th</sup> 2010. All figures subject to change without notice. [Terms of use are available here.](#)

For counts and quotes, contact Steve Morrell - [smorrell@contactbabel.com](mailto:smorrell@contactbabel.com) - 01740 629835.

## THE UK CONTACT CENTRE EXECUTIVE DIRECTORY - SPECIFICATION SHEET

**Edition:** 12<sup>th</sup> (June 2010)

**Research carried out:** March - May 2010

**Description:** Database of 5,083 senior contacts in 799 UK organisations with significant contact centre operations.

**Table 1: Contacts by vertical market**

Vertical market	Contacts
Engineering & Construction	39
Entertainment & Leisure	108
Finance	1,062
Food & Drink	95
ISP	35
IT	267
Manufacturing	295
Medical	61
Motoring	89
Outsourcing & Telemarketing	367
Printing & Publishing	231
Public Services	377
Recruitment & Training	19
Retail & Distribution	728
Services	406
Telecoms	181
Transport & Travel	505
Utilities	218
<b>Total</b>	<b>5,083</b>

**Table 2: Contacts by agent positions**

UK agent positions reported by company	Contacts
Under 50 agent positions	709
50-100 agent positions	1,678
100-250 agent positions	1,295
250-500 agent positions	725
500 - 1,000 agent positions	319
1,000+ agent positions	303
Not specified	54
<b>Total</b>	<b>5,083</b>

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

Job title / role	Contacts	Email addresses
CEO/MD	826	584
Operations	612	470
IT	677	531
Finance	693	544
HR	689	531
Customer Service	609	466
Marketing	615	480
Sales	340	252
Miscellaneous	22	14
<b>Total</b>	<b>5,083</b>	<b>3,872</b>

NB: email accuracy cannot be guaranteed.

**Pricing:** 65p per contact. Based on 12-month unlimited usage rental.

For orders over £3,500 in value, the Annual Subscription pricing applies - purchasers receive the entire Executive and Operations Directories plus all updates for 12 months, for a one-off payment of £3,500.

**Minimum order value:** None

**Cost of count / delivery:** None

**Terms:** unlimited usage for 12-month period

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

**Specification correct as of:** June 10<sup>th</sup> 2010. All figures subject to change without notice.

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