



Annual subscription to Irish Contact Centre Directory

Offer highlights

- Unlimited access to around 1,500 key decision-makers and influencers at all levels of the business, in over 500 Irish contact centres
- Full, on-demand databases provided to your specification, when you need them
- One-off annual subscription payment of £795 (£695 for existing UK subscribers)

Directory offerings:

The Irish Contact Centre Directory is new and extensive database of contact centre operations in both the Republic of Ireland and Northern Ireland. 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.

Irish Directory (4th edition) - released February 2009

- Almost 1,500 named key contacts at operational and senior level (Contact Centre manager/director, IT, HR, MD, senior operations, etc.)
- 530 Irish contact centres

Additional info can be found at <http://www.contactbabel.com/irishccd.html>

Proposition:

You will be provided with unlimited access to the most recent version of the Irish Contact Centre Directory, in its entirety, on an as-needed basis. This allows you to 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.

You pay a single annual fee of £795 for unlimited, on-demand use of the most recent versions of both directories for a 12-month period. (Existing subscribers to the UK Contact Centre Directories receive a reduced fee of £695). As a subscriber you will have instant access to almost 1,500 key decision-makers within the Irish contact centre industry.



Advantages for the solution provider:

- No need to scabble round for budgets. A one-off payment secures unlimited 12-month access to the directory.
- The Irish Directory is telephone-verified twice a year, to which subscribers have instant access as required - just let us know what you want, when you want it.
- Records are supplied with company name, postal address, telephone number. Around 80% of contacts 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 other contact centres.
- You can make selections by job function, vertical market, contact centre size or country if required.
- Freshest data possible – you can request the most up-to-date edition at any time - data decays at 3-4% per month, so goes out of date very quickly.
- The contacts can be used across separate departments, further enhancing your overall ROI.
- On-demand data provision - just tell us when you need it.
- 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

For more information please contact:

ContactBabel

Steve Morrell: 01740 629835 - smorrell@contactbabel.com

Gavin Foster: 01709 374985 - gfoster@contactbabel.com

a: 29 Wellgarth Mews, Sedgefield, County Durham, TS21 3NN

f: 01740 629836

w: <http://www.contactbabel.com>



THE IRISH CONTACT CENTRE DIRECTORY - SPECIFICATION SHEET

Edition: 4th (February 2009)

Research carried out: November 2008 - January 2009

Description: Database of 530 Irish contact centres and their operational management

Table 1: Contact centres by vertical market

Vertical market	Contact centres
Debt Recovery	8
Entertainment and Leisure	34
Finance	61
ISP	7
IT	70
Manufacturing	47
Medical	14
Outsourcing & Telemarketing	47
Printing and Publishing	12
Public Services	26
Recruitment and Training	32
Retail and Distribution	69
Services	23
Telecoms	14
Transport and Travel	55
Utilities	11
Total	530

Table 2: Contact centres by agent positions

Contact centre size (APs)	Contact centres
<10	94
11-24	136
25-50	109
50-100	50
100-250	43
250-500	21
500-1000	15
1000+	8
<i>Not disclosed</i>	54
Total	530

Table 3: Contacts by job title /role and email

Job title / role	Contacts	Emails
Contact centre manager or equivalent	384	312
Contact centre director or equivalent	234	188
HR manager	277	224
Training manager	8	5
IT manager	262	211
Equipment buyer	10	8
Telephony manager	5	-
MD / CEO / Senior contact	152	113
Senior Operations Contact	55	46
Senior IT Contact	32	20
Senior Finance Contact	3	1
Senior HR Contact	34	27
Miscellaneous	3	2
Total	1,459	1,159

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

Minimum order value: None

Email count: Currently 79% of records have an email address. Please note we cannot guarantee email accuracy.

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: 28th January 2009. All figures subject to change without notice.

[Terms of use are available here.](#)

For counts and quotes, contact Steve Morrell - smorrell@contactbabel.com - 01740 629835