

# THE UK CONTACT CENTRE DIRECTORY SPECIFICATION SHEET

**Edition:** 32<sup>nd</sup> (April 2021)

**Description:** The UK Contact Centre Directory is a database of UK contact centres used for sales and marketing. The database has contact details for 16,359 operational and senior manager and directors.

**Table 1: Contact centre / office locations by vertical market**

Vertical market	Locations
Engineering & Construction	86
Entertainment & Leisure	206
Finance	671
Food & Drink	174
Housing	146
IT	344
Manufacturing	484
Medical	237
Motoring	141
Outsourcing & Telemarketing	215
Printing & Publishing	139
Public Services	583
Recruitment & Training	62
Retail & Distribution	645
Services	931
Telecoms	134
Transport & Travel	334
Utilities	123
<b>Total (contact centres &amp; offices)</b>	<b>5,655</b>

**Table 2: Contacts by vertical market**

Vertical market	Contacts
Engineering & Construction	226
Entertainment & Leisure	528
Finance	2,187
Food & Drink	466
Housing	408
IT	1,047
Manufacturing	1,368
Medical	601
Motoring	389
Outsourcing & Telemarketing	588
Printing & Publishing	412
Public Services	1,549
Recruitment & Training	143
Retail & Distribution	1,920
Services	2,313
Telecoms	502
Transport & Travel	1,129
Utilities	583
<b>Total</b>	<b>16,359</b>

**Table 3: Contact centre / office locations by agent positions**

Agent positions at that location	Locations
<6	292
6-10	555
11-24	781
25-50	515
50-100	373
100-150	166
150-200	77
200-250	72
250-500	131
500-1000	59
1000+	c. 50
Undisclosed	c. 2,500
<b>Total (contact centres &amp; offices)</b>	<b>5,655</b>

## THE UK CONTACT CENTRE DIRECTORY - SPECIFICATION SHEET

**Table 4: Contacts by job title /role**

Job title / role	Contacts
Contact centre manager or equivalent	2,241
Contact centre director or equivalent	874
HR manager	719
Training manager	385
IT manager	972
Equipment buyer / Facilities Manager	576
Telephony Manager	192
Customer Experience / CRM - Mgr/Dir	2,052
Other contacts	2,023
MD / CEO	1,243
Senior Operations Contact	917
Senior IT Contact	1,719
Senior Finance Contact	255
Senior HR Contact	221
Senior Customer Service Contact	345
Senior Marketing Contact	660
Senior Sales Contact	281
Other senior contacts	677
<b>Total</b>	<b>16,359</b>

**GDPR notice:** The UK Contact Centre Directory has never been opt-in / consent-based, and cannot be as this would require knowing who the clients are in advance. Users of the Directory should consider using 'Direct marketing as a legitimate interest' rather than consent in order to use it lawfully under GDPR. ContactBabel has carried out a legitimate interest assessment as recommended by the ICO and DMA for the Directory, which is available upon request.

While [PECR](#) is still in place, sending emails to UK business clients seems allowable without opt-in (see clauses 142-145). The EU ePrivacy Regulation may change that depending on the final text and UK adoption, but GDPR itself relates to the holding and processing of the data, rather than relating to direct

marketing. Please note that this is our interpretation of the law based on what we have read, and does not constitute binding legal advice.

**Fields:**

- Company name
- Telephone number
- Address
- Region
- Postcode
- Web address
- Vertical Market
- Agent positions at this contact centre
- UK agent positions
- Job Title
- Contact name
- E-mail (c. 87% of cases)

**Pricing:**

A 12-month subscription to the entire UK Contact Centre Directory, including all updates for 12 months, costs **£4,500 + VAT**.

Extracts of the UK Contact Centre Directory are available on a bespoke basis on request (e.g. by specific vertical markets, contact centre size bands and/or job roles). Named contacts are charged at £0.45 each.

**Minimum order value:** None

**Maximum order value:** capped at £4,500 + VAT

**Cost of count / delivery:** None

**Terms:** unlimited usage for 12 month period.  
[www.contactbabel.com/terms.cfm](http://www.contactbabel.com/terms.cfm)

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

**Specification correct as of:** April 20<sup>th</sup> 2021. All figures subject to change without notice.

**For counts and quotes: contact Steve Morrell - [smorrell@contactbabel.com](mailto:smorrell@contactbabel.com) – +44 (0)191 271 5269**