



Best Practices

The State of IVRs in 2017

Interactive voice response (IVR) systems have been the backbone of contact centers and self-service solutions for decades. Natural language processing, personalization, voice recognition, ACD software, CRM integration, and visual IVR have advanced this channel far beyond the frustrating days of endless menus.

This Best Practices Guide will focus on the state of IVRs in 2017 and their place in the contact center and self-service ecosystem.

In *CRM* magazine's **February 2017 Issue**

Reservations Due: **December 18, 2016** | Content Due: **December 22, 2016**

■ Also in February: MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE

2017 ROUNDTABLES

January 2017

THE STATE OF IVRS IN 2017

Roundtable Date: January 25, 2017

February 2017

CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

Roundtable Date: February 8, 2017

ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: February 22, 2017

March 2017

SALES TOOLS THAT HELP DRIVE REVENUE

Roundtable Date: March 1, 2017

MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE

Roundtable Date: March 8, 2017

INTERNET OF THINGS MEETS CRM

Roundtable: March 22, 2017

April 2017

DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE

Roundtable Date: April 5, 2017

MARKETING SOLUTIONS AND AUTOMATING PROCESSES

Roundtable Date: April 19, 2017

May 2017

LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS

Roundtable Date: May 3, 2017

KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

Roundtable Date: May 17, 2017

June 2017

THE PROMISE OF WEBRTC IN THE CONTACT CENTER

Roundtable Date: June 7, 2017

CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Roundtable Date: June 21, 2017

July 2017

SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

Roundtable Date: July 12, 2017

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Roundtable Date: July 26, 2017

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