

## Best Practices



# Voice of the Customer Programs: From Listening to Action

According to the Gartner Group, nearly 89% of companies are primarily competing based on the level of customer experience (CX) they provide. Voice of the customer programs are critical for helping businesses gauge their level of success or failure, enabling them to make adjustments and improve CX.

Join us in this month's Best Practices installment and give your best advice to readers grappling with these issues.

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Content Due: **January 20, 2018**

■ Also in March: THE STATE OF IVRS IN 2018: SPEECH-ENABLED IVRS ARE THRIVING

## 2018 ROUNDTABLES

February 2018

**2018 MEGATRENDS:  
CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS**

Roundtable Date: February 14, 2018

**CALL CENTER TO CUSTOMER ENGAGEMENT CENTER**

Roundtable Date: February 28, 2018

March 2018

**THE STATE OF IVRS IN 2018:  
SPEECH ENABLED IVRS ARE THRIVING**

Roundtable Date: March 14, 2018

**SMOOTH CUSTOMER JOURNEYS DELIVER  
SMOOTH CUSTOMER EXPERIENCES**

Roundtable Date: March 21, 2018

April 2018

**INTELLIGENT CONTACT CENTERS IN 2018:  
AN INDUSTRY UPDATE**

Roundtable Date: April 4, 2018

**GETTING BIG DATA IN SHAPE –  
QUALITY, CLEANSING, DATA MANAGEMENT**

Roundtable Date: April 25, 2018

May 2018

**MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE**

Roundtable Date: May 2, 2018

**ACTIONABLE INSIGHTS WITH PREDICTIVE  
ANALYTICS FOR MARKETERS**

Roundtable Date: May 9, 2018

**THE FUNDAMENTALS OF B2B MARKETING**

Roundtable Date: May 23, 2018

June 2018

**KNOWLEDGE MANAGEMENT: CRUCIAL  
FOR CUSTOMER SERVICE SUCCESS**

Roundtable Date: June 6, 2018

**SALESFORCE APPEXCHANGE SOLUTIONS  
FOR SALES & MARKETING**

Roundtable Date: June 13, 2018

**OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO  
STRATEGIES FOR MORE PRODUCTIVE AGENTS**

Roundtable Date: June 20, 2018

July 2018

**SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS**

Roundtable Date: July 11, 2018

**CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK**

Roundtable Date: July 25, 2018

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- A behind-the-scenes look at your technology solution and why it's important

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<b>March 2018</b> <b>INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE</b> <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> Reservations Due: 1/12/18 • Content Due: 1/19/18	<b>March 2018</b> <b>THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING</b> Roundtable Date: March 14, 2018 <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> Roundtable Date: March 21, 2018
<b>April 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> <b>THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS</b> <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> Reservations Due: 2/9/18 • Content Due: 2/16/18	<b>April 2018</b> <b>INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE</b> Roundtable Date: April 4, 2018 <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> Roundtable Date: April 25, 2018
<b>May 2018</b> <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> Reservations Due: 3/13/18 • Content Due: 3/20/18	<b>May 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> Roundtable Date: May 2, 2018 <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> Roundtable Date: May 9, 2018 <b>THE FUNDAMENTALS OF B2B MARKETING</b> Roundtable Date: May 23, 2018
<b>June 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> Reservations Due: 4/11/18 • Content Due: 4/18/18	<b>June 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> Roundtable Date: June 6, 2018 <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> Roundtable Date: June 13, 2018 <b>OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS</b> Roundtable Date: June 20, 2018
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<b>August 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 6/10/18 • Content Due: 6/17/18	<b>August 2018</b> <b>BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE</b> Roundtable Date: August 1, 2018 <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> Roundtable Date: August 15, 2018 <b>AI-POWERED SALES TEAMS</b> Roundtable Date: August 29, 2018