

## Best Practices



# Real-Time Analytics

## for Better Customer Experiences and More Loyal Customers

There has been a huge investment by enterprises in real-time analytics over the past year, and with good reason: According to HBR Analytic Services, 58% of enterprises are seeing a significant increase in customer retention and loyalty as a result of using customer analytics, and 44% of enterprises are gaining new customers and increasing revenue as a result of adopting and integrating customer analytics into their operations.

If you have a success story or information to share with our audience on real-time analytics, this installment will give you that unfiltered opportunity.

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Content Due: **August 23, 2019**

Also in October: ■ WHY YOU NEED VOICE OF THE CUSTOMER FEEDBACK

## 2019 ROUNDTABLES

August 2019

**CONVERSATIONAL AI** FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 8/7/19

**WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT**

Roundtable Date: 8/21/19

September 2019

KEY DRIVERS OF **CUSTOMER ENGAGEMENT**

Roundtable Date: 9/11/19

THE **IVR** IN THE NEW AGE OF VOICE

Roundtable Date: 9/25/19

October 2019

THE ESSENTIAL GUIDE TO CREATING EFFICIENT **CUSTOMER JOURNEYS**

Roundtable Date: 10/9/19

CHATBOTS FOR **SELF-SERVICE** CUSTOMER SUPPORT

Roundtable Date: 10/23/19

November 2019

2019 **CONTACT CENTER** INNOVATIONS

Roundtable Date: 11/6/19

**AI-ASSISTED SALES** IN THE **B2B** MARKETPLACE

Roundtable Date: 11/13/19

December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**

Roundtable Date: 12/4/19

CRM CLOUD **PLATFORMS** FOR SMBs

Roundtable Date: 12/11/19

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| 2019 SCHEDULE & RATES   | 2019 ROUNDTABLE SCHEDULE   |
|---|--|
| Standard – 1 page (750 words) \$7,500 net<br>Silver – 2 pages (1,500 words) \$10,500 net<br>Gold – 3 pages (2,250 words) \$14,000 net<br>Platinum – 4 pages (3,000 words) \$16,500 net  | Participation in<br>Webinar Roundtable – \$8,500   |
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| <b>September 2019</b><br>SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS<br>CHATBOTS FOR SELF-SERVICE CUSTOMER SUPPORT<br><i>Reservations: 7/15/2019 • Content: 7/19/2019</i>  | <b>September 2019</b><br><b>CUSTOMER ENGAGEMENT</b> —PREDICTOR OR DRIVER OF CUSTOMER VALUE?<br><i>Roundtable Date: 9/11/19</i><br>THE IVR IN THE NEW AGE OF VOICE<br><i>Roundtable Date: 9/25/19</i>                             |
| <b>October 2019</b><br>WHY YOU NEED VOICE OF THE CUSTOMER FEEDBACK (AND HOW TO MEASURE IT)<br>REAL-TIME ANALYTICS FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS<br><i>Reservations: 8/12/2019 • Content: 8/16/2019</i> | <b>October 2019</b><br>THE ESSENTIAL GUIDE TO CREATING EFFICIENT CUSTOMER JOURNEYS<br><i>Roundtable Date: 10/9/19</i><br>LEADING SELF-SERVICE CUSTOMER SUPPORT TRENDS<br><i>Roundtable Date: 10/23/19</i>                        |
| <b>November 2019</b><br><b>CUSTOMER ENGAGEMENT</b> —PREDICTOR OR DRIVER OF CUSTOMER VALUE?<br><b>CUSTOMER RELATIONSHIP MARKETING:</b> THE NEW CRM<br><i>Reservations: 9/12/2019 • Content: 9/18/2019</i>                          | <b>November 2019</b><br>2019 CONTACT CENTER INNOVATIONS<br><i>Roundtable Date: 11/6/19</i><br><b>AI-ASSISTED SALES</b> IN THE B2B MARKETPLACE<br><i>Roundtable Date: 11/13/19</i>  |
| <b>December 2019</b><br>2019 CONTACT CENTER INNOVATIONS<br><b>AI-ASSISTED SALES</b> IN THE B2B MARKETPLACE<br><i>Reservations: 10/15/2019 • Content: 10/21/2019</i>   | <b>December 2019</b><br>SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS<br><i>Roundtable Date: 12/4/19</i><br><b>CRM CLOUD PLATFORMS FOR SMBs</b><br><i>Roundtable Date: 12/11/19</i>   |