

Best Practices



Smart Customer Service That Wows Customers

Great customer service starts with viewing all touch points through the perspective of your customers. Any process or technology gaps need to be identified and addressed. The last decade has been defined by the way organizations have differentiated themselves by delivering smart customer service that has not only served their customers but added value to their bottom lines.

In this month's Best Practices installment, we look at how organizations can improve their customer service efforts and wow their customers.

Roundtable Date: July 11, 2018

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Also in June: ■ GETTING BIG DATA IN SHAPE: QUALITY, CLEANSING, AND DATA MANAGEMENT

2018 ROUNDTABLES

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

August 2018

BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE

Roundtable Date: August 1, 2018

HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

Roundtable Date: August 15, 2018

AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018

September 2018

WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

Roundtable Date: September 26, 2018

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2018 SCHEDULE & RATES	2018 ROUNDTABLE SCHEDULE
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<p>June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p>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</p>
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<p>September 2018 2018 CONTACT CENTER INNOVATIONS BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 7/12/18 • Content Due: 7/19/18</p>	<p>September 2018 WHAT'S HOT IN SALES ENABLEMENT Roundtable Date: September 12, 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE Roundtable Date: September 26, 2018</p>
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