

Best Practices



Transforming Customer Service With Artificial Intelligence

Artificial intelligence and machine learning technologies in customer service and other customer-facing departments have attracted a lot of attention in the past year and a half. One study shows that 80% of companies plan to incorporate AI into their customer service departments by 2020. Whether it's AI-powered bots or AI assisting a human agent, the technology promises vast improvements in everything from first-call resolution to shorter handling times, leading, of course, to resulting improvements in service and experiences.

Join us for this new Best Practices topic and advise our readers on making the transition to incorporating AI in customer service.

Roundtable Date: September 26, 2018

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Also in July/August: ■ CUSTOMER COMMUNICATIONS MANAGEMENT:
THE CORNERSTONE OF CUSTOMER INTERACTIONS

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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

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July 2018

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AI-POWERED SALES TEAMS

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September 2018

WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

Roundtable Date: September 26, 2018

October 2018

ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

Roundtable Date: October 3, 2018

2018 CONTACT CENTER INNOVATIONS

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2018 SCHEDULE & RATES	2018 ROUNDTABLE SCHEDULE
Standard – 1 page (750 words) \$7,500 net Silver – 2 pages (1,500 words) \$10,500 net Gold – 3 pages (2,250 words) \$14,000 net Platinum – 4 pages (3,000 words) \$16,500 net	Participation in Webinar Roundtable – \$8,500
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June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT <i>Reservations Due: 4/11/18 • Content Due: 4/18/18</i>	June 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS <i>Roundtable Date: June 6, 2018</i> SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING <i>Roundtable Date: June 13, 2018</i> OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS <i>Roundtable Date: June 20, 2018</i>
July 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS <i>Reservations Due: 5/10/18 • Content Due: 5/17/18</i>	July 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS <i>Roundtable Date: July 11, 2018</i> CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK <i>Roundtable Date: July 25, 2018</i>
August 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES <i>Reservations Due: 6/10/18 • Content Due: 6/17/18</i>	August 2018 BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE <i>Roundtable Date: August 1, 2018</i> HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES <i>Roundtable Date: August 15, 2018</i> AI-POWERED SALES TEAMS <i>Roundtable Date: August 29, 2018</i>
September 2018 2018 CONTACT CENTER INNOVATIONS BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES <i>Reservations Due: 7/12/18 • Content Due: 7/19/18</i>	September 2018 WHAT'S HOT IN SALES ENABLEMENT <i>Roundtable Date: September 12, 2018</i> TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE <i>Roundtable Date: September 26, 2018</i>
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