Best Practices

Digital Transformation: From Call Centers to Customer Engagement Centers

Arguably no other area of the enterprise has evolved more over the past decade than what used to be referred to as the call center. Digital transformation has consolidated all of the customer communication channels, including voice, into a comprehensive system for omnichannel customer service and support, which makes for a seamless communications environment. Add smart technologies like artificial intelligence and machine learning and the newly envisioned customer engagement center promises to be the model of customer support and communications for the foreseeable future.

Join us in this month's Best Practices guide and speak directly to our readers with your recommendations for successfully achieving the digital transformation of a call center to a true customer engagement center in 2019.

Roundtable Date: 6/5/19

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Also in April: ■ GAME-CHANGING APPEXCHANGE SOLUTIONS FOR YOUR SALESFORCE PLATFORM

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