

Best Practices



Customer Experience Transformation in 2019

Investment in advanced analytic tools that drive customer experience transformation has taken off. According to Gartner, 50% of agent interactions are influenced by real-time analytics. As analytic tools mature and get better at making highly personalized predictions and recommendations, customer experiences will be truly transformed with far more productive agents and intelligent bots.

Contribute your knowledge and experience to this Best Practices special section and share your recommendations for transforming customer experiences using technology to provide qualitatively better CX.

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Also in May: ■ **WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT**

2019 ROUNDTABLES

February 2019

CUSTOMER EXPERIENCE TRANSFORMATION IN 2019
Roundtable Date: 2/13/19

INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES
Roundtable Date: 2/27/19

March 2019

AI AND THE CONTACT CENTER: RADICAL REVOLUTION OR METHODOICAL EVOLUTION?
Roundtable Date: 3/13/19

DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS
Roundtable Date: 3/27/19

April 2019

KNOWLEDGE MANAGEMENT— FOR MORE INTELLIGENT CUSTOMER SUPPORT
Roundtable Date: 4/10/19

MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**
Roundtable Date: 4/24/19

May 2019

THE STATE OF **AI IN MARKETING**
Roundtable Date: 5/8/19

DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS
Roundtable Date: 5/22/19

June 2019

DIGITAL TRANSFORMATION: FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS
Roundtable Date: 6/5/2019

TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM
Roundtable Date: 6/19/19

July 2019

SMART CUSTOMER SERVICE
Roundtable Date: 7/17/19

CUSTOMER RELATIONSHIP **MARKETING:** THE NEW CRM
Roundtable Date: 7/31/19

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

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

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2019 SCHEDULE & RATES	2019 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
May 2019 CUSTOMER EXPERIENCE TRANSFORMATION IN 2019 WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT <i>Reservations: 3/12/19 • Content: 3/26/19</i>	May 2019 THE STATE OF AI IN MARKETING <i>Roundtable Date: 5/8/19</i> DATA QUALITY : CRITICAL COMPONENT FOR CRM SUCCESS <i>Roundtable Date: 5/22/19</i>
June 2019 KNOWLEDGE MANAGEMENT —FOR MORE INTELLIGENT CUSTOMER SUPPORT THE IVR IN THE NEW AGE OF VOICE <i>Reservations: 4/11/19 • Content: 4/25/19</i>	June 2019 DIGITAL TRANSFORMATION : FROM CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS <i>Roundtable Date: 6/5/2019</i> TOP APPEXCHANGE SOLUTIONS FOR YOUR SALESFORCE PLATFORM <i>Roundtable Date: 6/19/19</i>
July 2019 TOP 100 CRM SOLUTIONS: THE SHORT LISTS AI AND THE CONTACT CENTER : RADICAL REVOLUTION OR METHODOICAL EVOLUTION? <i>Reservations: 5/13/19 • Content: 6/7/19</i>	July 2019 SMART CUSTOMER SERVICE <i>Roundtable Date: 7/17/19</i> CUSTOMER RELATIONSHIP MARKETING : THE NEW CRM <i>Roundtable Date: 7/31/19</i>
August 2019 THE ESSENTIAL GUIDE TO CREATING EFFICIENT CUSTOMER JOURNEYS CUSTOMER DATA PLATFORMS —NOT DATA SILOS <i>Reservations: 6/10/2019 • Content: 6/17/2019</i>	August 2019 CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES <i>Roundtable Date: 8/7/19</i> WORKFORCE OPTIMIZATION : THE WORKHORSE OF CONTACT CENTER MANAGEMENT <i>Roundtable Date: 8/21/19</i>
September 2019 SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS LEADING SELF-SERVICE CUSTOMER SUPPORT TRENDS <i>Reservations: 7/15/2019 • Content: 7/19/2019</i>	September 2019 CUSTOMER ENGAGEMENT —PREDICTOR OR DRIVER OF CUSTOMER VALUE? <i>Roundtable Date: 9/11/19</i> THE IVR IN THE NEW AGE OF VOICE <i>Roundtable Date: 9/25/19</i>
October 2019 THE STATE OF AI IN MARKETING REAL-TIME ANALYTICS FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS <i>Reservations: 8/12/2019 • Content: 8/16/2019</i>	October 2019 THE ESSENTIAL GUIDE TO CREATING EFFICIENT CUSTOMER JOURNEYS <i>Roundtable Date: 10/9/19</i> LEADING SELF-SERVICE CUSTOMER SUPPORT TRENDS <i>Roundtable Date: 10/23/19</i>
November 2019 CUSTOMER ENGAGEMENT —PREDICTOR OR DRIVER OF CUSTOMER VALUE? CUSTOMER RELATIONSHIP MARKETING : THE NEW CRM <i>Reservations: 9/12/2019 • Content: 9/18/2019</i>	November 2019 2019 CONTACT CENTER INNOVATIONS <i>Roundtable Date: 11/6/19</i> AI-ASSISTED SALES IN THE B2B MARKETPLACE <i>Roundtable Date: 11/13/19</i>
December 2019 2019 CONTACT CENTER INNOVATIONS AI-ASSISTED SALES IN THE B2B MARKETPLACE <i>Reservations: 10/15/2019 • Content: 10/21/2019</i>	December 2019 SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS <i>Roundtable Date: 12/4/19</i> CRM CLOUD PLATFORMS FOR SMBs <i>Roundtable Date: 12/11/19</i>