

## Best Practices



# Workforce Optimization: The Workhorse of Contact Center Management

Workforce optimization (WFO) solutions and procedures are the backbone of running an efficient call center. WFO applications handle everything from call recording to workforce management, performance management, quality monitoring, surveying, speech analytics, and even coaching and e-learning. The technology brings together and reports on many different functions within the enterprise—from the call center to the back office.

Join us in this installment and share your Best Practices for workforce optimization with our engaged readership.

*Roundtable Date: 8/21/19*

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Also in May: ■ CUSTOMER EXPERIENCE TRANSFORMATION IN 2019

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