

Best Practices

IVR

The IVR in the New Age of Voice

The traditional heavy lifter of customer communications has been the technology known as interactive voice response (IVR), which allows computers to interact with customers through the use of voice and touch tones.

In many ways, IVRs have been overwhelmed by the proliferation of new channels that have come online—like chat, SMS, and co-browsing—but many experts feel that IVRs are about to make a major resurgence as the customer's channel of choice.

Join us in this month's installment of *CRM Magazine's* Best Practices series and share your guidance with our readers who are wondering what role IVRs will serve in the future of customer support.

Roundtable Date: 9/25/19

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Also in June: ■ KNOWLEDGE MANAGEMENT— FOR MORE INTELLIGENT CUSTOMER SUPPORT

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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

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DIGITAL TRANSFORMATION: FROM CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS

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TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM

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SMART CUSTOMER SERVICE

Roundtable Date: 7/17/19

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CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES

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WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT

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CUSTOMER ENGAGEMENT—PREDICTOR OR DRIVER OF CUSTOMER VALUE?

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THE **IVR** IN THE NEW AGE OF VOICE

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THE ESSENTIAL GUIDE TO CREATING EFFICIENT **CUSTOMER JOURNEYS**

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2019 **CONTACT CENTER** INNOVATIONS

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December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**

Roundtable Date: 12/4/19

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Roundtable Date: 12/11/19

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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
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July 2019 TOP 100 CRM SOLUTIONS: THE SHORT LISTS AI AND THE CONTACT CENTER: RADICAL REVOLUTION OR METHODICAL 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>
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