

Best Practices



Superior Decision Making with Customer Analytics

There have been so many advances in customer analytic tools and applications in recent years that it's hard to overstate their importance when it comes to understanding your customers and predicting their future behavior. Everything from increasing customer loyalty to improving the effectiveness of marketing campaigns can be vastly enhanced by better decision making with the help of customer data analytics.

Join us in this month's Best Practices series and show our readers how your tools can help business leaders make decisions with customer analytics solutions.

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Content Due: **July 26, 2019**

Also in September: ■ CHATBOTS FOR SELF-SERVICE CUSTOMER SUPPORT

2019 ROUNDTABLES

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

September 2019

KEY DRIVERS OF **CUSTOMER ENGAGEMENT**

Roundtable Date: 9/11/19

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

Roundtable Date: 9/25/19

October 2019

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

Roundtable Date: 10/9/19

CHATBOTS FOR **SELF-SERVICE** CUSTOMER SUPPORT

Roundtable Date: 10/23/19

November 2019

2019 **CONTACT CENTER** INNOVATIONS

Roundtable Date: 11/6/19

AI-ASSISTED CUSTOMER SERVICE

Roundtable Date: 11/13/19

December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**

Roundtable Date: 12/4/19

CRM CLOUD **PLATFORMS** FOR SMBS

Roundtable Date: 12/11/19

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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 CUSTOMER SERVICE <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>