

## Best Practices



# THE ESSENTIAL GUIDE TO Creating Efficient Customer Journeys

Customer journey mapping and subsequent customer journey analysis are essential to creating customer paths that allow flexibility for exceptions but efficiency for the masses.

Both of these critical exercises are essential for business leaders to experience their products or services through the eyes of their actual customers and make the necessary changes that reduce any friction or cause any unnoticed issues that affect the entire customer experience. This is quite challenging for complex journeys.

Join us in this installment of our Best Practices Series and guide our readers toward creating customer journeys that yield the best results for their businesses.

*Roundtable Date: 10/9/19*

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Also in August/September: ■ CUSTOMER DATA PLATFORMS—NOT DATA SILOS

## 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 IN **SELF-SERVICE CUSTOMER SUPPORT**

*Roundtable Date: 10/23/19*

November 2019

2019 **CONTACT CENTER** INNOVATIONS

*Roundtable Date: 11/6/19*

**AI-ASSISTED SALES** IN THE B2B MARKETPLACE

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

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#### 2019 ROUNDTABLE SCHEDULE

Participation in  
Webinar Roundtable — \$8,500

#### August 2019

THE ESSENTIAL GUIDE TO CREATING EFFICIENT  
**CUSTOMER JOURNEYS**  
**CUSTOMER DATA PLATFORMS**—NOT DATA SILOS  
Reservations: 6/10/2019 • Content: 6/17/2019

#### 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

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**  
LEADING **SELF-SERVICE** CUSTOMER SUPPORT TRENDS  
Reservations: 7/15/2019 • Content: 7/19/2019

#### September 2019

**CUSTOMER ENGAGEMENT**—PREDICTOR OR DRIVER OF  
CUSTOMER VALUE?  
Roundtable Date: 9/11/19  
THE IVR IN THE **NEW AGE OF VOICE**  
Roundtable Date: 9/25/19

#### October 2019

THE STATE OF **AI IN MARKETING**  
REAL-TIME ANALYTICS FOR BETTER  
**CUSTOMER EXPERIENCES** AND MORE LOYAL CUSTOMERS  
Reservations: 8/12/2019 • Content: 8/16/2019

#### October 2019

THE ESSENTIAL GUIDE TO CREATING EFFICIENT  
**CUSTOMER JOURNEYS**  
Roundtable Date: 10/9/19  
LEADING **SELF-SERVICE** CUSTOMER SUPPORT TRENDS  
Roundtable Date: 10/23/19

#### November 2019

**CUSTOMER ENGAGEMENT**—PREDICTOR OR DRIVER OF  
CUSTOMER VALUE?  
**CUSTOMER RELATIONSHIP MARKETING**: THE NEW CRM  
Reservations: 9/12/2019 • Content: 9/18/2019

#### November 2019

2019 **CONTACT CENTER** INNOVATIONS  
Roundtable Date: 11/6/19  
**AI-ASSISTED SALES** IN THE B2B MARKETPLACE  
Roundtable Date: 11/13/19

#### December 2019

2019 **CONTACT CENTER** INNOVATIONS  
**AI-ASSISTED SALES** IN THE B2B MARKETPLACE  
Reservations: 10/15/2019 • Content: 10/21/2019

#### December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**  
Roundtable Date: 12/4/19  
**CRM CLOUD PLATFORMS FOR SMBs**  
Roundtable Date: 12/11/19