

## Best Practices



# Why you need Voice of the Customer Feedback (and how to measure it)

Listening to customers is crucial for delivering high quality products, services and experiences. Customer experience and marketing executives are constantly trying to improve customer satisfaction and Net Promoter Scores that are proven benchmarks driving not only customer loyalty but profitability.

Join us in this installment of our Best Practices series and explain why voice of the customer feedback is essential to aligning with customers and how successful companies are driving better experiences and more revenue using VoC strategies.

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Also in October: ■ REAL-TIME ANALYTICS FOR BETTER CUSTOMER EXPERIENCES

## 2019 ROUNDTABLES

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

LEADING **SELF-SERVICE** CUSTOMER SUPPORT TRENDS IN 2019

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

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<b>October 2019</b> WHY YOU NEED VOICE OF THE CUSTOMER FEEDBACK (AND HOW TO MEASURE IT) REAL-TIME ANALYTICS FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS <i>Reservations: 8/12/2019 • Content: 8/16/2019</i>	<b>October 2019</b> 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>
<b>November 2019</b> <b>CUSTOMER ENGAGEMENT</b> —PREDICTOR OR DRIVER OF CUSTOMER VALUE? <b>CUSTOMER RELATIONSHIP MARKETING:</b> THE NEW CRM <i>Reservations: 9/12/2019 • Content: 9/18/2019</i>	<b>November 2019</b> 2019 CONTACT CENTER 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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