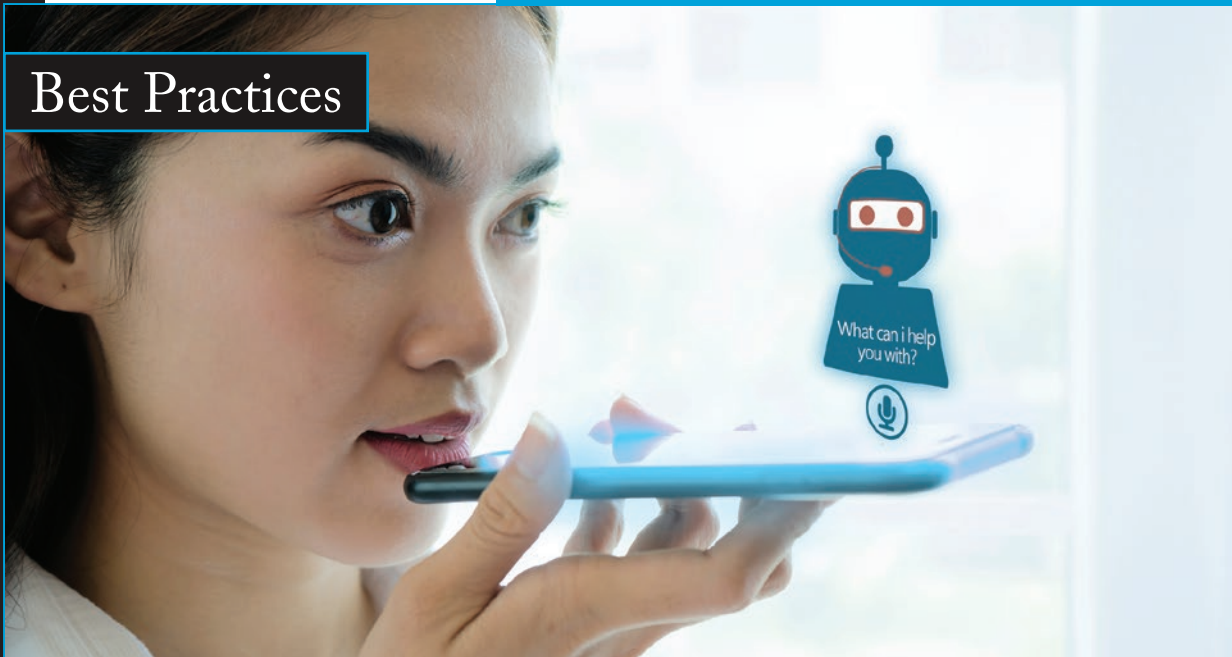


## Best Practices



# Conversational AI for Better Customer Experiences

The next big thing in customer experience (CX) is conversational artificial intelligence (AI) and machine learning (ML), which promises to deliver the highly personalized, data-driven digital experiences that customers will require as these new technologies permeate contact centers and customer service organizations over the next few years.

But where do you start and how do you plan for this seminal transition?

Join our latest Best Practices installment and educate our readers on the growing potential of Conversational AI as the interface of choice with customers.

Published in **November 2019** CRM magazine

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Also in November: ■ CUSTOMER SUPPORT TRANSFORMATION

## 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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