Best Practices

2019 Contact Center INNOVATIONS

What were the breakout trends in the contact center in 2019? This Best Practices Guide will uncover which trends firmly took hold in 2019 and which trends are poised to play a bigger role in 2020.

If your company offered a cutting edge solution in 2019, our readers would like to know about it.

Join us in the Best Practices installment and join us on the roundtable webcast in November!

Roundtable Date: 11/6/19

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Content Due: **October 23, 2019**

Also in December: ■ AI-ASSISTED SALES IN THE B2B MARKETPLACE

thought leadership & lead generation

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October 2019
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REAL-TIME ANALYTICS FOR BETTER **CUSTOMER EXPERIENCES** AND MORE LOYAL CUSTOMERS
Reservations: 8/12/19 • Content: 8/16/19

November 2019
CUSTOMER ENGAGEMENT—PREDICTOR OR DRIVER OF CUSTOMER VALUE?
CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES
Reservations: 9/12/19 • Content: 9/18/19

December 2019
2019 **CONTACT CENTER** INNOVATIONS
AI-ASSISTED SALES IN THE B2B MARKETPLACE
Reservations: 10/15/2019 • Content: 10/21/19

January 2020
CRM **MEGATRENDS** TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020
CUSTOMER COMMUNICATIONS MANAGEMENT – THE KEY TO CONSISTENT COMMUNICATIONS
Reservations: 11/20/19 • Content: 12/2/19

February 2020
CLOUD **CONTACT CENTER** SOLUTIONS
MOBILE-FIRST CUSTOMER CARE
Reservations: 1/25/20 • Content: 1/2/20
Online Marketing: 2/1/20 • MARCH Issue Mail Date: 2/14/20

March 2020
AI-BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS
SELF-SERVICE FOR HIGHER CUSTOMER SATISFACTION
Reservations: 1/13/20 • Ads/Content: 3/20/20

April 2020
CUSTOMER **AUTHENTICATION**, IDENTITY RESOLUTION & VOICE **BIOMETRICS**
CREATING A GREAT **OMNI-CHANNEL** EXPERIENCE FOR GREAT CUSTOMER EXPERIENCES
Reservations: 2/10/20 • Content: 2/18/20

May 2020
HOW DO YOU **MEASURE CUSTOMER EXPERIENCE**?
CUSTOMER DATA PLATFORMS FOR A UNIFIED VIEW OF THE CUSTOMER
Reservations: 3/12/20 • Content: 3/19/20

2019/2020 ROUNDTABLE SCHEDULE
Participation in
Webinar Roundtable – *$8,500*

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
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

January 2020
CRM MEGATRENDS TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020
Roundtable Date: 1/22/20
DATA QUALITY: THE KEY INGREDIENT IN A DATA DRIVEN CUSTOMER STRATEGY
Roundtable Date: 1/29/20

February 2020
IS **VOICE-FIRST** TECHNOLOGY A MUST-HAVE IN 2020 AND BEYOND?
Roundtable Date: 2/12/20
CUSTOMER JOURNEY ANALYTICS: DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE
Roundtable Date: 2/26/20

March 2020
AI AND THE **CONTACT CENTER**
Roundtable Date: 3/11/20
SMARKETING: THE INTEGRATION OF SALES AND MARKETING
Roundtable Date: 3/25/20

April 2020
VOICE-OF-THE-CUSTOMER PROGRAMS FOR BETTER CUSTOMER EXPERIENCES
Roundtable Date: 4/8/20
BUSINESS INTELLIGENCE AND CUSTOMER **ANALYTICS:** UNCOVERING HIDDEN VALUE
Roundtable Date: 4/22/20

May 2020
COGNITIVE CUSTOMER SERVICE AND SUPPORT
Roundtable Date: 5/6/20
CREATING A **CUSTOMER ENGAGEMENT CENTER**
Roundtable Date: 5/20/20