

Best Practices

thought leadership & lead generation



# Self-Service for Higher Customer Satisfaction

Most people don't want to speak to customer service representatives, especially for minor questions or possibly major questions that may be better answered with a link to an instructional video. Certainly intelligent chatbots, new self-learning technologies like artificial intelligence and robotic process automation, and knowledgebases can help customers get their inquiries answered swiftly and accurately without escalation to a human agent. These automated processes can also be proactive, as with service outage alerts, canceled airline bookings, and known issue notifications. All of these tools help customers resolve their problems in a way they prefer, and without making that dreaded call to the contact center.

Contribute to this Best Practices installment and help our audience find out what options are available to deliver world-class self-service that will improve your customer experience, cut costs, and insulate your customer care team from mundane repetitive tasks, allowing them to concentrate on higher-level issues.

Roundtable Date: 9/30/2020

Published in **March 2020** CRM magazine  
Content Due: **January 20, 2020**

Also in March: ■ AI-BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS

### 2020 BEST PRACTICES SCHEDULE & RATES

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### 2020 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

#### 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

#### 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

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

#### 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-Based Speech Analytics** for Actionable Insights  
**Self-Service** for Higher Customer Satisfaction  
Reservations: 1/13/20 • Ads/Content: 1/20/20

#### March 2020

**AI** and the **Contact Center** • Roundtable  
Date: 3/11/20  
**Sm marketing:** The Integration of Sales and Marketing • Roundtable  
Date: 3/25/20

#### 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

#### April 2020

**Voice-of-the-Customer** Programs for Better Customer Experience • Roundtable  
Date: 4/8/20  
**Business Intelligence** and Customer **Analytics:** Uncovering Hidden Value • Roundtable  
Date: 4/22/20

#### 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

#### May 2020

**Cognitive Customer Service** and Support • Roundtable  
Date: 5/6/20  
Creating a **Customer Engagement Center** • Roundtable  
Date: 5/20/20

#### JUNE 2020

**Smart Customer Service** Transformation  
**Conversational AI** Use Cases in Customer Service  
Reservations: 4/13/20 • Content: 4/20/20

#### JUNE 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts • Roundtable  
Date: 6/3/2020  
**Smart IVRs** for Better Customer Experiences • Roundtable  
Date: 6/17/2020

#### JULY 2020

**Customer Journey Analytics:** Delivering the Best Possible Customer Experience  
**Business Intelligence** and **Customer Analytics:** Uncovering Hidden Value  
Reservations: 5/22/20 • Content: 6/1/20  
(Published in July/Aug Issue • Online Marketing: 7/1/20)

#### JULY 2020

**Mobile-First** Customer Care • Roundtable  
Date: 7/15/2020  
**AI Based Speech Analytics** for Actionable Insights • Roundtable  
Date: 7/29/2020

#### AUGUST 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts  
**Cognitive Customer Service** and Support  
Reservations: 7/20/20 • Content: 7/25/20  
(Published in September Issue • Online Marketing: 8/1/20)

#### AUGUST 2020

How Do You **Measure Customer Experience?** • Roundtable  
Date: 8/12/2020  
**Customer Data Platforms** for a Unified View of the Customer • Roundtable  
Date: 8/26/2020

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