

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

Standard – 1 page (750 words) \$7,500 net **Silver** – 2 pages (1,500 words) \$8,500 net **Gold** – 3 pages (2,250 words) \$9,500 net **Platinum** – 4 pages (3,000 words) \$10,500 net

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

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*

Manual 2020

Al-Based Speech Analytics for Actionable Insights

Self-Service for Higher Customer Satisfaction *Reservations: 1/13/20 • Ads/Content: 1/20/20*

March 2020

Al and the Contact Center • Roundtable Date: 3/11/20

Smarketing: The Integration of Sales and Marketing • *Roundtable Date: 3/25/20*

Δnril 2020

Customer Authentication, Identity Resolution & Voice Riemetries

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

 $\label{thm:low-Do-You-Measure Customer Experience} \mbox{How Do You } \textbf{Measure Customer Experience}?$

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*

Al Based Speech Analytics for Actionable Insights • *Roundtable Date:* 7/29/2020

AUGUST 2020

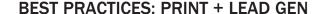
Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts

Cognitive Customer Service and Support Reservations: 7/20/20 • Content: 7/25/20 (Published in September Issue • Online Marketina: 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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