thought leadership & lead generation

Best Practices

Customer Authentication, Identity Resolution, and Voice Biometrics

One of the most frustrating aspects of contacting any company can be proving who you are. Customers are well aware of identity theft, security issues, and privacy concerns, so they are willing to put up with the interrogation, but that doesn't mean they enjoy it. In fact, this first bit of friction can cause annoyance to escalate into anger if information needs to be repeated or if initial attempts at resolution fail. Plus, an opportunity for personalization and efficiency can be wasted when a customer reaches out using a different device.

Participate in this first ever Best Practices topic and help our audience learn more about your authentication solution.

Roundtable Date: 11/4/2020

Published in **April 2020** *CRM* magazine
Content Due: **February 20, 2020**

Also in April: ■ CREATING A GREAT **OMNICHANNEL EXPERIENCE** FOR GREAT CUSTOMER EXPERIENCES

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Standard – *1 page (750 words)* $7,500 net
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AI-Based Speech Analytics for Actionable Insights
Self-Service for Higher Customer Satisfaction
Reservations: 1/13/20 • Ads/Content: 1/20/20

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

APRIL 2020
Customer **Authentication**, Identity Resolution & Voice **Biometrics**
Creating a Great **Omnichannel** Experience for Great Customer Experiences
Reservations: 2/10/20 • Content: 2/18/20

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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*

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How Do You **Measure Customer Experience**?
Customer Data Platforms for a Unified View of the Customer
Reservations: 3/12/20 • Content: 3/19/20

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Cognitive Customer Service and Support
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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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AI and the **Contact Center**
Smarketing: The Integration of Sales and Marketing
Reservations 7/13/20 • Content 7/20/20

SEPTEMBER 2020
Cloud Contact Center Solutions • *Roundtable Date: 9/16/2020*
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Data Quality: The Key Ingredient in a Data-Driven Customer Strategy
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