

Data by itself is useless. Without gleaning actual insights from data that can be acted upon to solve a business issue, collecting vast amounts of it will only obscure patterns and prevent any understanding of what it all means.

Luckily, there has been an explosion of business intelligence (BI) and customer analytics tools in the past several years to help make sense of all that information. Ultimately, these tools enable users to make better, data-backed decisions, and they are becoming easier to use thanks to enhancements like natural language processing, search, and conversational analytics.

In 2020, augmented analytics will be a dominant driver behind new purchases of analytics and business intelligence, data science and machine learning platforms, and embedded analytics.

BI and customer analytics tools are about to deliver on the promise of allowing everyone—organizations of all sizes and line-of-business users who aren't data scientists—to reap the benefits of data-backed decision making.

Participate in this Best Practices installment and educate our readers on what to consider with their BI and customer analytics initiatives.

Roundtable Date: 4/22/2020

Published in July/August 2020 CRM magazine | Content Due: June 1, 2020

Also in July/August: ■ CUSTOMER JOURNEY ANALYTICS: DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE

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

MARCH 2020

SCHEDULE

Participation in

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

2020 ROUNDTABLE

Webinar Roundtable - \$8.500

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

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

How Do You Measure Customer Experience? Customer Data Platforms for a Unified View of the Custome

Reservations: 3/12/20 • Content: 3/19/20

Cognitive Customer Service and Support • Roundtable Date: 5/6/20

Creating a Customer Engagement Center • Roundtable Date: 5/20/20

JUNF 2020

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

JUNF 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 .

JULY 2020

Mobile-First Customer Care • Roundtable Date: 7/15/2020

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

Online Marketing: 7/1/20)

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

SEPTEMBER 2020

Al and the Contact Center

Smarketing: The Integration of Sales and

Reservations 7/13/20 • Content 7/20/20

SEPTEMBER 2020

Cloud Contact Center Solutions • Roundtable Date: 9/16/2020

Self-Service for Higher Customer Satisfaction • Roundtable Date: 9/30/2020

OCTOBER 2020

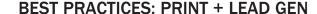
Is Voice-First Technology a Must-Have in 2020 and Beyond?

Data Quality: The Key Ingredient in a Data-Driven Customer Strategy Reservations 8/12/20 • Content 8/19/20

OCTOBER 2020

Creating a Great Omnichannel Experience for Great Customer Experiences . Roundtable Date: 10/7/2020

Conversational AI Use Cases in Customer Service . Roundtable Date: 10/21/2020





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