

Best Practices

thought leadership & lead generation

BUSINESS INTELLIGENCE and CUSTOMER ANALYTICS: Uncovering Hidden Value

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

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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
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2020 ROUNDTABLE SCHEDULE

Participation in
 Webinar Roundtable - \$8,500

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
Marketing: 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

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

SEPTEMBER 2020

AI and the Contact Center
Marketing: 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
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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