

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

Customer experience (CX) is an integral part of customer relationship management (CRM) and a much larger aspect of customer service. CX encapsulates all aspects of a customer's interactions with an organization, from discovery to sales to support. And 60% of people are willing to pay more for better experiences, according to a study by American Express.

Investing in CX programs offers an ROI that makes a strong case for better serving customers. According to a recent report by the Temkin Group, companies earning \$1 billion annually can expect to increase their earnings, on average, by an additional \$700 million within 3 years of investing in customer experience. That translates to a compelling 70% increase in revenue within 36 months.

So how do you get started on or expand your CX initiatives?

Join us in this Best Practices installment and give your best advice to readers on how to achieve compelling results, as well as how to make a business case to management.

Marketed Online in August | Published in September CRM magazine Content Due: July 22, 2020

Also in August: Cognitive Customer Service and Support

## 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

#### 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

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

Creating a Great Omnichannel Experience

#### OCTOBER 2020

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

Roundtable Date: 10/7/2020

Conversational AI Use Cases in

NOVEMBER 2020

OCTOBER 2020

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

for Great Customer Experiences .

#### NOVEMBER 2020

**Voice-of-the-Customer** Programs for Better Customer Experiences

Smart IVRs for Better Customer Experiences
Reservations 9/11/20 ◆ Content 9/18/20

#### Customer Authentication, Identity Resolution, & Voice Biometrics ● Roundtable Date: 11/4/2020

Customer Support Transformation for 2020 ◆ Roundtable Date: 11/18/2020

## DECEMBER 2020 (ONLINE ONLY)

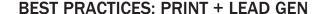
Creating a **Customer Engagement Center Sales Enablement Tools** for Next-Generation Sales Teams

Content 11/20/20

## DECEMBER 2020

2021 **Contact Center Innovations**: A Preview • *Roundtable Date: 12/2/2020* 

Customer Communications Management— The Key to Consistent Communications • Roundtable Date: 12/16/2020





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