

Best Practices



thought leadership & lead generation

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

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
Smarter 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

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

NOVEMBER 2020

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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