Best Practices

thought leadership & lead generation

Cognitive Customer Service and Support

What is cognitive customer service and support? The term "cognitive" is a catchall phrase for technologies that simulate human thought processes and includes self-learning algorithms that use data mining, pattern recognition, and natural language processing that mimic the way the human brain works.

What does this mean for customer service and support applications? It virtually ensures improved customer satisfaction, better customer experiences and engagement, and actionable customer insights. Organizations that employ cognitive customer service and support technologies early and correctly will realize a major competitive advantage in the marketplace.

Contribute to this month's Best Practices installment and illuminate our readers on how to plan for cognitive customer service and support.

Marketed Online in **August** | Published in **September** *CRM* magazine

Content Due: **July 22, 2020**

Also in August: ■ Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts

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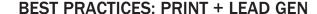
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