

Best Practices

thought leadership & lead generation

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

Voice-first platforms and interfaces such as Amazon Alexa, Google Assistant, Microsoft Cortana, Samsung's Bixby, Apple Siri, and Alibaba's AliGenie seem to be everywhere in the consumer world, with smart speaker sales growing at over 78% a year and 53% of all smart speaker owners using their device daily.

Major brands like Proctor & Gamble are making bank with Alexa-powered voice search, and other brands are looking to leverage voice-powered ecommerce as well. Voice-activated technology is increasing every day, and brands need to be in the mix when it comes to voice search and voice-related customer experience outcomes.

The interface of choice is quickly shifting for screens to voice for both consumers and business users as voice technologies, real-world applications, and fundamental business strategies are looking to "voice first" as the next huge area for growth.

Participate in this Best Practices installment and help our readers understand how voice-first strategies and tools are changing the way consumers interact with devices and businesses alike.

Published in **October** CRM magazine | Content Due: **September 14, 2020**

Also in October: ■ Data Quality: The Key Ingredient in a **Data-Driven Customer Strategy**

2020 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
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2020 ROUNDTABLE SCHEDULE

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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 Damn 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 Damn 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
Smart 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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