Best Practices

thought leadership & lead generation

Voice-of-the-Customer Programs:
Building Better Customer Experiences

What's the cost of delivering poor customer service in the United States? The answer to that question is about $83 billion a year, according to research conducted by Greenfield Online and Datamonitor/Ovum analysts.

That's a big number that could have been minimized if executives realized what their customers were thinking before they missed their quarterly numbers and experienced stunted potential growth.

Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights they needed to make the adjustments, large and small, to stay on track and consistently deliver great customer experiences that keep customers coming back.

It's a well-documented fact that customer-perceived quality and above-average customer service are leading drivers of business success and shareholder value.

Participate in this Best Practices installment and educate our readers on how to build and benefit from VoC programs.

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Also in November: ■ Smart IVRs for Better Customer Experiences

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2020 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) $7,500 net
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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: 6/3/20* **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: 7/15/20* **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** **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*
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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