

Creating a Customer Engagement Center

If your contact center is thrilling neither your customers nor management, you should upgrade to a modern customer engagement center (CEC) that includes multiple channels where customers can connect with you, including voice, social media, chat, SMS, webpages, and email. A CEC will also help you retain context around customers as they move across various channels.

Participate in this Best Practices installment and engage with readers who are actively looking for advice on transitioning to a customer engagement center.

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Also in December: ■ Sales Enablement Tools for Next- Generation Sales Teams

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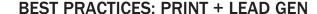
Creating a Customer Engagement Center Sales Enablement Tools for Next-Generation Sales Teams

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