

## Best Practices

thought leadership &amp; lead generation



# 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

## 2020 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net  
Silver – 2 pages (1,500 words) \$8,500 net  
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## 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**  
**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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