Best Practices

thought leadership & lead generation

Master Data Management – A Single View of the Truth

Data collection is probably the most straightforward aspect of a data-driven business strategy, but combining many databases into an up-to-date, single view of your customers is a challenging undertaking.

Master data management (MDM) links all the critical business data of an enterprise to a single reference point. It reduces errors and helps pave the way for artificial intelligence and other technologies expected to dominate business applications in the 2020s.

Contribute to this Best Practices installment and educate our readers on how to create a master data management system, MDM tips and tricks, and the benefits that will accrue in the decade to come.

Roundtable Date: July 28, 2021

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Also in Jan/Feb: ■ Sales and Marketing Tools That Drive Business-to-Business Quota Achievement
■ Megatrends in Customer Experience
■ Linking Employee and Customer Experience: Workforce Engagement Management

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Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes
Roundtable Date: 1/20/21

Sales and Marketing Tools That Drive Business-to-Business Quota Achievement
Roundtable Date: 6/30/21

Master Data Management – A Single View of the Truth
Roundtable Date: 7/28/21

Linking Employee and Customer Experience: Workforce Engagement Management
Roundtable Date: 10/27/21

MARCH ISSUE
Customer Experience Management for Driving B2C Growth
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Customer Service in a **Smartphone** World
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Designing a **Customer Engagement Center**
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Customer Journey Analytics to Improve CX at Scale
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Roundtable Date: 2/10/21

Top Data Quality Issues for a Data-Driven Decade
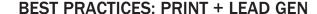*Roundtable Date: 2/24/21*

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1/20/21 Megatrends in Customer Experience: Near-term adjustments and long-term structural changes

1/27/21 Customer Journey Analytics to Improve CX at Scale

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2/10/21 Supercharging Your Contact Center With Artificial Intelligence

2/24/21 Top Data Quality Issues for a Data-Driven Decade

MARCH
3/3/2021 Identity Resolution and Authentication **(New)**

3/10/21 Smart IVRs for Exceptional Service October Issue

3/24/21 The Omnichannel Support Imperative

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4/21/21 Voice of the Customer Strategies and Tactics for Better Customer Insights

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6/30/21 Sales and Marketing Tools That Drive Business-to-Business Quota Achievement

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7/28/21 Master Data Management – A Single View of the Truth

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