

Best Practices

ENGAGE

Designing a Customer Engagement Center

The evolution from call center to contact center to customer engagement center (CEC) reflects an evolving vision for an organization's central customer-facing entity, a vision that centers on delivering consistent, high-quality customer experiences (CX).

A well-designed CEC will provide highly personalized customer communications from every current and future channel for interacting with customers. It emphasizes a single view of the customer, which includes knowing their previous history, their intent, their sentiments, and even proactively anticipating their needs. The improvements in CX will drive all of the positive outcomes and operational efficiencies for the customer service organization that CEOs love.

Add your recommendations to this month's Best Practices installment and educate our readers on how to design a customer engagement center to maximize business outcomes and intelligently leverage the new crop of AI-assisted solutions, which will only increase in the next decade.

Roundtable Date: September 1, 2021

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Also in April: ■ Creating a **Customer-First** Organization: Technology and People

2021 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
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2021 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

JANUARY/FEBRUARY ISSUE

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

JANUARY

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

FEBRUARY

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

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

MARCH ISSUE

Customer Experience Management for Driving B2C Growth
Roundtable Date: 8/25/21

Customer Service in a **Smartphone** World
Roundtable Date: 12/1/21

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

APRIL ISSUE

Designing a **Customer Engagement Center**
Roundtable Date: 9/1/21

Creating a **Customer-First** Organization: Technology and People
Roundtable Date: 9/15/21

APRIL

4/7/21 Workforce Optimization for More Productive Agents and More Satisfied Customers

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

MAY ISSUE

The State of **Knowledge Management** in an AI World
Roundtable Date: 9/29/21

Conversational AI: The Future of Customer Service?
Roundtable Date: 10/13/21

MAY

5/5/21 Virtual Contact Centers: Lessons Learned in Uncertain Times

5/19/21 Smart Field Service Management Strategies

JUNE ISSUE

2021 Contact Center Innovations – Successful Case Study Snapshots
Roundtable Date: 11/3/21

Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships
Roundtable Date: 11/17/21

C-Level Leadership: Who Owns Customer Experience
Roundtable Date: 12/15/21

JUNE

6/2/21 Speech Analytics and AI: A Game-Changer for CX

6/16/21 Analytics and Business Intelligence Solutions for Challenging Times

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

JULY/AUGUST ISSUE

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

The **Omnichannel** Support Imperative
Roundtable Date: 3/24/21

Supercharging Your Contact Center With Artificial Intelligence
Roundtable Date: 2/10/21

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

JULY

7/14/21 Transformational CX – Designing Experiences That Wow Customers

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

AUGUST

8/11/21 I Prefer Self-Service – Don't Make Me Talk to a CSR

8/25/21 Customer Experience Management for Driving B2C Growth

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