

Best Practices



Creating a CUSTOMER-FIRST Organization: TECHNOLOGY and PEOPLE

What does creating a customer-first organization really mean? Fundamentally, it means viewing all aspects of the sales journey first from your customers' perspective, and then from your company's.

It could take the form of a liberal return policy with free shipping from an online shoe store, which helps customers overcome their reluctance to buy shoes online. That willingness to put customers first can increase sales and profits significantly beyond the cost of shifting risk from customers to the company. Does incurring extra costs make good business sense? Ask Zappos.

This Best Practices installment will offer recommendations to our readers on how to put customers at the center of all their decision making.

Roundtable Date: September 15, 2021

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Also in April: ■ Designing a **Customer Engagement Center**

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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

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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