

The State of **Knowledge** Management in an Al World

Traditional knowledge management (KM) focuses on creating content, storing it, indexing it, and retrieving it to answer relevant questions. Subject matter experts create and curate content and revise it when necessary. Artificial intelligence (AI) and related technologies promise to automate this process and deliver a perfect answer to specific questions.

Make sure you contribute to this month's Best Practices installment, where we'll demonstrate to readers how AI can leverage their previous investments in KM and how they should make the transition from traditional KM to the next incarnation that harnesses the power of AI.

Roundtable Date: September 29, 2021

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Also in May: **Conversational Al:** The Future of Customer Service?

2021 BEST PRACTICES SCHEDULE & RATES

Standard - 1 page (750 words) \$7,500 net Silver - 2 pages (1,500 words) \$8,500 net Gold - 3 pages (2,250 words) \$9,500 net Platinum - 4 pages (3,000 words) \$10,500 net

2021 ROUNDTABLE **SCHEDULE**

Participation in Webinar Roundtable - \$8,500

JANUARY/FFBRUARY 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 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

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

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

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

3/24/21 The Omnichannel Support

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

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

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

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

The State of Knowledge Management in an Al World

Roundtable Date: 9/29/21

Conversational AI: The Future of Customer Service?

Roundtable Date: 10/13/21

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

5/19/21 Smart Field Service Management

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: 12/15/2

6/2/21 Speech Analytics and Al: A Game-

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

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

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

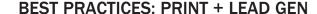
Roundtable Date: 2/24/21

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

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

8/11/21 | 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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