

Contact Center Innovations – Successful Case Study Snapshots

In this unique Best Practices installment, we will challenge you to to give concrete examples and guick case studies of actual implementations you have delivered, measured with success metrics. We will look at return-on-investment numbers, big returns on key performance indicators, and examples of significant digital transformation they've achieved.

You will inform our readers on how to get executive buy-in for their strategic contact center transformations by highlighting real-world results to help them build a strong business case of their own.

Sponsors will present brief case study examples, success stories, or other information our readers can use to substantiate their business cases.]

Roundtable Date: November 3, 2021

Published in June CRM magazine | Content Due: May 14, 2021

Also in June: Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships C-Level Leadership: Who Owns the Customer Experience?

2021 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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2021 ROUNDTABLE **SCHEDULE**

1/20/21 Megatrends in Customer

long-term structural changes

Improve CX at Scale

Experience: Near-term adjustments and

1/27/21 Customer Journey Analytics to

2/10/21 Supercharging Your Contact

2/24/21 Top Data Quality Issues for a

Center With Artificial Intelligence

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 of the Truth Roundtable Date: 7/28/21

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

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

JANUARY

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

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

4/7/21 Workforce Optimization for More

Productive Agents and More Satisfied

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

MAY ISSUE

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

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

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

5/19/21 Smart Field Service Management

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

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

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

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

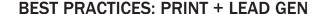
6/30/21 Sales and Marketing Tools That Drive Business-to-Business Quota

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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