

Best Practices



C-Level Leadership: Who Owns the Customer Experience?

With the vast number of tools, data sources, and stakeholders involved in the strategic success of customer experience (CX), what role do C-level executives play in tying all the elements together? Clearly, the CTO has to make it happen from a technology perspective, but who is the driving the bus, or are CTOs fielding an endless stream of disjointed requests?

Contribute to this Best Practices installment and educate our readers on how to balance the decision-making process between C-level service, marketing, sales, and IT leadership. Tell them how to balance competing viewpoints and reconcile basic questions that have to be addressed for the grand vision to be achieved.

Roundtable Date: December 15, 2021

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Also in June: ■ **Contact Center** Innovations – Successful **Case Study** Snapshots ■ **Personalization** Done Right: Using Data and Technology to Strengthen Customer Relationships

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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

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

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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

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