Best Practices

thought leadership & lead generation

Personalization Done Right:
Using Data and Technology to Strengthen Customer Relationships

Personalization is an extremely powerful concept that can strengthen the bond between customer and brand if carried out correctly. Data and technology are the key tools for weaving relevant information into customer communications.

In this Best Practices installment, we will focus on how to accomplish personalization at scale, offer best practices to drive successful personalization strategies, the quick wins our readers can expect, and the long-term effects generated from a personalization strategy.

Contribute to this Best Practices special section and tell our audience how to deliver relevant personal experiences.

Roundtable Date: November 17, 2021

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Also in June: ■ **Contact Center** Innovations – Successful **Case Study** Snapshots
■ C-Level Leadership: **Who Owns the Customer Experience?**

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