

Best Practices



Supercharging Your Contact Center With Artificial Intelligence

Artificial intelligence (AI) and machine learning technologies are already rapidly transforming the contact center due to their promise of better customer experiences at lower cost. A recent study predicted that the market for contact center AI technology would increase from \$800 million in 2019 to \$2.8 billion by 2024. These new tools offer organizations a boost in customer retention, loyalty, and, ultimately, revenue and shareholder value.

The benefits of a well-orchestrated contact center AI program also include more effective and satisfied agents, which increases employee retention. New agent time-to-train, job satisfaction, and turnover-rate metrics are substantially improved with better technology tools.

In this month's Best Practices installment, inform our readers what they can do to transform their contact centers with AI, as well as the rewards they can expect to earn from their efforts.

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Marketed in **July**

Also Marketed in July: ■ **Customer Journey Analytics** to Improve CX at Scale

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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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

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

SEPTEMBER ISSUE

Analytics and Business Intelligence Solutions for Challenging Times
Roundtable Date: 6/16/21
Workforce Optimization for More Productive Agents and More Satisfied Customers
Roundtable Date: 4/27/21

OCTOBER ISSUE

Voice of the Customer Strategies and Tactics for Better Customer Insights
Roundtable Date: 4/21/21
Smart IVRs for Exceptional Service
Roundtable Date: 3/10/21

NOVEMBER/DECEMBER ISSUE

Virtual Contact Centers: Lessons Learned in Uncertain Times
Roundtable Date: 5/5/21
Smart **Field Service Management** Strategies
Roundtable Date: 5/19/21
Transformational CX – Designing Experiences That Wow Customers
Roundtable Date: 7/14/21
Speech Analytics and AI: A Game Changer for CX
Roundtable Date: 6/2/21
I Prefer Self-Service – Don't Make Me Talk to a CSR
Roundtable Date: 8/11/21

2021 ROUNDTABLE SCHEDULE

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JUNE

6/16/21 CX Connect – Customer Experience
6/17/21 CX Connect – Contact Center

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

SEPTEMBER

9/1/21 Designing a Customer Engagement Center April Issue
9/15/21 Creating a Customer-First Organization: Technology and People
9/29/21 The State of Knowledge Management in an AI World

OCTOBER

10/13/21 Conversational AI: The Future of Customer Service?
10/27/21 Linking Employee and Customer Experience: Workforce Engagement Management

NOVEMBER

11/3/21 2021 Contact Center Innovations – Successful Case Study Snapshots
11/17/21 Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships

DECEMBER

12/1/21 Customer Service in a Smartphone World
12/15/21 C-Level Leadership: Who Owns Customer Experience?

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