

Best Practices

The Omnichannel Support Imperative

According to one current survey, two out of three customers use at least three channels, on average, to connect with customer service. That's one of the more conservative estimates of how customers are inclined to switch channels when contacting a company for support. The critical point here is that customers will use the most convenient communication method available to them at any given moment.

Organizations must respond coherently to channel-hopping customers by unifying data across all of their customer support touch points so that the information gathered in one channel is seamlessly available in others.

Many of our readers' organizations struggle to unify data across channels. Make sure to educate them in this Best Practices installment, helping them achieve a clear, consistent omnichannel support strategy.

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Also Marketed in August: ■ **Top Data Quality** Issues for a Data-Driven Decade

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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

6/16/21 CX Connect – Customer Experience

6/17/21 CX Connect – Contact Center

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

8/25/21 Customer Experience Management for Driving B2C Growth

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
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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

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Voice of the Customer Strategies and Tactics for Better Customer Insights
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OCTOBER

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

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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

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

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12/15/21 C-Level Leadership: Who Owns Customer Experience?

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