

# 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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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

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

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

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

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8/11/21 | 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: 6/16/2:

Workforce Optimization for More Productive Agents and More Satisfied Customers Roundtable Date: 4/27/21

#### 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 Al World

#### 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: 3/10/2

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

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Virtual Contact Centers: Lessons Learned in Uncertain Times Roundtable Date: 5/5/27

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 Al: A Game Changer

Roundtable Date: 6/2/21

I Prefer Self-Service - Don't Make Me Talk to a CSR

Roundtable Date: 8/11/21

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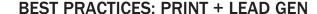
11/3/21 2021 Contact Center Innovations -Successful Case Study Snapshots

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#### DECEMBER

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