

Best Practices

Analytics and Business Intelligence Solutions for Challenging Times

2021 will be a year of rapid change, a departure from the pre-pandemic world that will see the establishment of a “new normal” way of doing business. Many industries will scramble to survive, and others will benefit from the sudden shift in the economy and consumer demand, but the economy will not return to business as usual.

Business intelligence (BI) solutions collect and analyze current, actionable data to provide insights into improving business operations. Business analytics (BA) tools also analyze historical data and predict business trends, which can help organizations stay prepared even in times of great uncertainty.

Contribute to this Best Practices installment and tell our audience how BA and BI can help them make intelligent, data-driven decisions to keep their organizations ready for the next new normal stage in the post-pandemic economy.

Published in **September** CRM magazine | Content Due: **August 9, 2021**
Marketed in **September**

Also Marketed in September: ■ **Workforce Optimization** for More Productive Agents and More Satisfied Customers

2021 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
Silver – 2 pages (1,500 words) \$8,500 net
Gold – 3 pages (2,250 words) \$9,500 net
Platinum – 4 pages (3,000 words) \$10,500 net

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

Participation in Webinar Roundtable – \$8,500

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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