

## Best Practices

# Voice-of-the-Customer Strategies and Tactics for Better Customer Insights

Top-performing businesses pay close attention to how their customers feel about their experiences with a product or service, and voice-of-the-customer (VoC) programs deliver those crucial insights.

Getting to the heart of what a customer is thinking, feeling, and intending to do in the future is a difficult task, but gleaning actionable insights is crucial for companies to stay on track.

Offer your expertise in this month's Best Practices installment, telling our readers how their organizations can gather useful feedback to keep their offerings in line with their customers' needs and desires.

Published in **October** CRM magazine | Content Due: **September 20, 2021**  
Marketed in **October**

Also Marketed in October: ■ **Smart IVRs** for Exceptional Service

## 2021 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 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

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**Top Data Quality Issues** for a Data-Driven Decade  
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**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

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**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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