

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 Silver - 2 pages (1,500 words) \$8,500 net Gold - 3 pages (2,250 words) \$9,500 net

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2021 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

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

Customer Journey Analytics to Improve CX

Roundtable Date: 1/27/21

JULY/AUGUST ISSUE

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

7/14/21 Transformational CX - Designing Experiences That Wow Customers

6/16/21 CX Connect - Customer Experience

6/17/21 CX Connect - Contact Center

7/28/21 Master Data Management -A Single View of the Truth

AUGUST

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: 3/10/21

10/13/21 Conversational Al: The Future of Customer Service?

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

NOVEMBER/DECEMBER ISSUE

Virtual Contact Centers: Lessons Learned in Uncertain Times Roundtable Date: 5/5/2

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

NOVEMBER

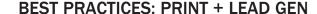
11/3/21 2021 Contact Center Innovations -Successful Case Study Snapshots

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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