

## Best Practices

# Virtual Contact Centers: Lessons Learned in Uncertain Times

There are plenty of practical benefits gained by implementing a virtual contact center in your organization, ones that have nothing to do with preparing for a worst-case scenario—which we've all collectively experienced in the past year. But one benefit that very early on made itself a necessity is the ability to conduct business seamlessly even in the face of calamity.

Fortunately, virtual contact centers offer all the customer-facing components businesses need to serve customers, including voice, email, chat, messaging, and self-service tools, to answer questions quickly and deliver on key performance indicators. They also can support a far-flung workforce with workforce optimization, coaching, and other employee-focused engagement tools to help develop agent skills and improve retention. Plus, they enable business continuity by virtue of their very architecture.

Contribute to our Best Practices special section and inform our readers with your take on how their organizations can benefit by moving their contact centers into the cloud.

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Also Marketed in November: ■ Smart **Field Service Management** Strategies for 2021  
■ **Transformational CX**: Designing Experiences That Wow Customers

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**C-Level Leadership**: Who Owns Customer Experience?  
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**Virtual Contact Centers**: Lessons Learned in Uncertain Times  
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**Transformational CX** – Designing Experiences That Wow Customers  
Roundtable Date: 7/14/21

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### AUGUST

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

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