

Best Practices



Customers Prefer Self-Service — Don't Make Them Talk to a CSR

Does your company inadvertently add to their operational costs by encouraging customers to call your contact center? Let's face it, with 75% of customers preferring to give self-service a try rather than talk to a customer service representative, you're at odds with delivering what customers desire while increasing your own costs. That's a lose-lose strategy.

The landscape of solutions offering increasingly savvy self-service, via the web, mobile apps, and voice, has changed dramatically in the past few years. But delivering poor self-service that nudges customers willing to try serving themselves to the phone channel is a failure from both perspectives.

Contribute to our Best Practices special section and inform our audience with your take on what they can do to satisfy their customers by catering to their preferences.

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Also Marketed in December: ■ **Speech Analytics and AI**

2021 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
Silver – 2 pages (1,500 words) \$8,500 net
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2021 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

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

JUNE

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
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

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 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

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 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

OCTOBER

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

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

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

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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