

## Best Practices

# Identity Verification in a Scary World

One of the most insidious crimes targeting individuals and institutions is identity theft and fraud. Its total cost to consumers was \$56 billion in 2020 alone.

Fraudsters have become very sophisticated at targeting call centers and online accounts, especially when security hasn't kept pace with creative hackers.

Most customers are willing to submit to security questions because they know that these inconveniences are put in place to protect them. But is there a better way to ensure that security without undue friction to the customer?

Contribute your expertise to this month's Best Practices Series and help our readers understand the full range of customer authentication and identity verification technologies that will help them keep customers and institutions safe from fraud.

*Roundtable Date: 10/26/2022*

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Also Marketed in February: ■ **Sales Enablement Tools** for 21st-Century Sales Teams

## 2022 BEST PRACTICES SCHEDULE & RATES

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## 2022 ROUNDTABLE SCHEDULE

Participation in  
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### JANUARY

**Megatrends in Customer Technology:**  
Expert Predictions for 2022 and Beyond  
*Roundtable Date: 1/12/2022*

How to Deliver **Exceptional Customer Experiences**  
*Roundtable Date: 1/16/2022*

### JANUARY

**1/12/22** Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond

**1/26/22** Voice-of-the-Customer Programs Guide CX Improvement

### FEBRUARY

**Sales Enablement Tools** for 21st-Century Sales Teams  
*Roundtable Date: 8/3/2022*

**Identity Verification** in a Scary World  
*Roundtable Date: 10/26/2022*

### FEBRUARY

**2/2/22** Contact Center as a Service (CaaS): Why Now Is the Time

**2/16/22** Customer Journey Management for Maximum Customer Engagement

### MARCH

**Speech Analytics** in the Contact Center  
*Roundtable Date: 6/1/2022*

**Customer Data Platforms** for True Personalization  
*Roundtable Date: 9/28/2022*

### MARCH

**3/2/22** The Power of Personalization in Customer Experience

**3/30/22** AI-Powered Self-Service: The Next Step in Empowering Your Customers

### APRIL

**Digital Transformation** of the Contact Center  
*Roundtable Date: 7/13/2022*

**Voice-of-the-Customer** Programs Guide CX Improvement  
*Roundtable Date: 1/26/2022*

### APRIL

**4/6/22** Contact Center Analytics: Actionable Intelligence at the Point of Service

**4/27/22** Smart Customer Service Done Right: Real-World Success Stories From the Field

### MAY

**Contact Center as a Service** (CaaS): Why Now Is the Time  
*Roundtable Date: 2/2/2022*

**Customer Journey Management** for Maximum Customer Engagement  
*Roundtable Date: 2/16/2022*

### MAY

**5/11/22** Creating an Omnichannel Strategy for Seamless Customer Journeys

**5/25/22** **Conversational AI:** The Promise of Intelligent Customer Support

### JUNE

The Power of **Personalization** in Customer Experience  
*Roundtable Date: 3/2/2022*

**AI-Powered Self-Service:** The Next Step in Empowering Your Customers  
*Roundtable Date: 3/30/2022*

### JUNE

**6/1/22** Speech Analytics in the Contact Center

**6/15/22** Data Quality Challenges for a Data-Driven Decade

### JULY

**Happier Agents Create Happier Customers**  
*Roundtable Date: 10/12/2022*

Welcome to the **Customer Experience Center!**  
*Roundtable Date: 8/31/2022*

### JULY

**7/13/22** Digital Transformation of the Contact Center

**7/27/22** The Management of Customer Experiences

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