

Best Practices

thought leadership & lead generation

Customer Data Platforms for True Personalization

The primary goal of customer data platforms (CDPs) is to yield one persistent, unified customer record that is accessible to other systems. Data can be gathered from multiple sources, cleaned, combined, and appended to create a single customer profile.

CDPs allow for deep personalization. The centralized customer data in the CDP is then available to other systems for marketing campaigns, customer service, and all customer experience initiatives.

Contribute to this month's Best Practices topic and explain how a CDP platform and strategy can provide personalized customer experiences in customer support, marketing, and other areas where deep personalization is a core goal.

Roundtable Date: 9/28/2022

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Also Marketed in March: ■ **Speech Analytics** in the Contact Center

2022 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
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2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – \$8,500

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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