

Digital Transformation of the Contact Center

The goal of digital transformation is to integrate digital technology into all aspects of an organization to create real value for its customers. The contact center is the primary source of customer-facing information flows and absolutely must be prioritized for any organization-wide, digital transformation effort.

Contribute your expertise to this month's Best Practices installment and help our readers transform their contact center into the eyes, ears, and source of customer data insights your organization requires to provide value to customers, employees, and shareholders.

Roundtable Date: 7/13/2022

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Also Marketed in April:

■ Voice-of-the-Customer Programs Guide CX Improvement





2022 BEST PRACTICES SCHEDULE & RATES

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2022 ROUNDTABLE SCHEDULE

3/2/22 The Power of Personalization in

3/30/22 Al-Powered Self-Service: The

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

4/27/22 Smart Customer Service Done

Right: Real-World Success Stories From

Strategy for Seamless Customer Journeys

5/25/22 Conversational AI: The Promise

5/11/22 Creating an Omnichannel

of Intelligent Customer Support

Next Step in Empowering Your Customers

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MARCH

Customer Experience

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

Customer Data Platforms for True Personalization

Roundtable Date: 9/28/2022

Digital Transformation of the Contact

Roundtable Date: 7/13/2022

Voice-of-the-Customer Programs Guide CX Improvement

Roundtable Date: 1/26/2022

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

JUNE

the Field

The Power of **Personalization** in Customer 6/1/22 Speech Analytics in the Contact

> 6/15/22 Data Quality Challenges for a Data-Diven Decade

JULY

JUNE

Experience

Happier Agents Create Happier Customers

Roundtable Date: 3/2/2022

in Empowering Your Customers Roundtable Date: 3/30/2022

Al-Powered Self-Service: The Next Step

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

AUGUST

Customer Journey Analytics: Actionable Insights That Drive Revenue Growth Roundtable Date: 9/14/2022

Smart Customer Service Done Right: Real-World Success Stories from the Field Roundtable Date: 4/27/2022

AUGUST

8/3/22 Sales Enablement Tools for 21st-Century Sales Teams

8/17/22 Work Smarter, Not Harder, with Workforce Optimization

8/31/22 Welcome to the Customer Experience Center!

SEPTEMBER

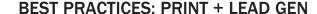
Contact Center Analytics: Actionable Intelligence at the Point of Service Roundtable Date: 4/6/2022

Creating an Omnichannel Strategy for Seamless Customer Journeys Roundtable Date: 5/11/2022

SEPTEMBER

9/14/22 Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

9/28/22 Customer Data Platforms for True Personalization





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