

Voice-of-the-Customer Programs Guide CX Improvement

Our readers want to deliver excellent customer experiences that lead to higher customer satisfaction, loyalty, and profits and they need a Voice of the Customer (VoC) program to guide their efforts.

Well implemented VoC programs keep organizations consistently on track while producing key metrics that reveal their successes, plan deviations, and service gaps that might otherwise go unnoticed.

VoC feedback is crucial for the optimal alignment of customer success, operations, and product development departments. Elimination of these blind spots also eliminates unforced errors.

Contribute your guidance in this month's Bast Practices topic and help our readers learn how to incorporate VoC programs into their efforts to align their organizations and increase the customer experiences they aspire to deliver.

Roundtable Date: 1/26/2022

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2022 BEST PRACTICES SCHEDULE & RATES

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2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

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

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

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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 Power of **Personalization** in Customer Experience

Roundtable Date: 3/2/2022

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

the Field

6/1/22 Speech Analytics in the Contact

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

JULY

JUNE

Happier Agents Create Happier Customers

Roundtable Date: 10/12/2022

Welcome to the Customer Experience Center!

Roundtable Date: 8/31/2022

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

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

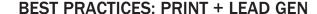
9/28/22 Customer Data Platforms for True Personalization

Content Due: March 7, 2022

■ Digital Transformation of the Contact Center









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