

Best Practices

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 Best 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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■ **Digital Transformation** of the
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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

MARCH

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

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

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

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

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

JULY

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

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

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

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

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

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

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

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

JUNE

6/1/22 Speech Analytics in the Contact
 Center

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

JULY

7/13/22 Digital Transformation of the
 Contact Center

7/27/22 The Management of Customer
 Experiences

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

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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