thought leadership & lead generation

Best Practices



Contact Center as a Service (CaaS): Why Now Is the Time

The events of the past few years have escalated interest in all cloud services, although not necessarily for their featured benefits, such as no/low capital expenditures, decreased need for IT support, or instant updates and fixes.

The ability to connect with remote workers, while always a core feature, has sprung to the forefront as supporting work-from-home agents has become key to retaining staff and providing even better customer experiences.

Contribute your expertise to help our readers evaluate on-premises versus cloud solutions in this month's highly relevant Best Practices series.

Roundtable Date: 2/2/2022

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Also Marketed in May: ■ **Customer Journey Management** for Maximum Customer Engagement

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	BEST PRACTICES	ROUNDTABLE
MARCH	**Speech Analytics** in the Contact Center *Roundtable Date: 6/1/2022* **Customer Data Platforms** for True Personalization *Roundtable Date: 9/28/2022*	**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*	**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*	**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*	**6/1/22** Speech Analytics in the Contact Center **6/15/22** Data Quality Challenges for a Data-Diven Decade
JULY	**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*	**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

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