

# Al-Powered **Self-Service**: The Next Step in Empowering Your Customers

Providing a well-implemented self-service strategy helps organizations achieve a classic win-win scenario for their customers and companies. Research shows that customers overwhelmingly prefer self-service over speaking with a human agent. And, the ROI analysis will reveal that self-service is far less expensive than involving an agent.

Repetitive service inquiries like tracking shipments, changing passwords, or asking simple product questions are already diverted from agents by chatbots, FAOs, and IVRs to the delight of customers and CFOs everywhere. But can companies use AI-powered options to further extend customer self-service and the cost reductions it yields?

Contribute your expertise to this month's timely Best Practices topic to help our readers determine which AI-powered self-service options are available and how they should plan to incorporate these powerful technologies into their tech stacks and strategic plans.

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Also Marketed in June: 

The Power of Personalization in Customer Experience

## **2022 BEST PRACTICES SCHEDULE & RATES**

**Standard -** 1 page (750 words) \$7,500 net Silver - 2 pages (1,500 words) \$8,500 net Gold - 3 pages (2,250 words) \$9,500 net Platinum - 4 pages (3,000 words) \$10,500 net

## **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

5/25/22 Conversational AI: The Promise

6/1/22 Speech Analytics in the Contact

6/15/22 Data Quality Challenges for a

7/13/22 Digital Transformation of the

7/27/22 The Management of Customer

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

of Intelligent Customer Support

Next Step in Empowering Your Customers

Participation in Webinar Roundtable - \$8,500

MARCH

Customer Experience

### MARCH

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

JUNE

JULY

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

Data-Diven Decade

Contact Center

the Field

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

**Happier Agents Create Happier** Customers

Roundtable Date: 10/12/2022

Welcome to the Customer Experience Center!

Roundtable Date: 8/31/2022

## **AUGUST**

Experiences

JULY

Customer Journey Analytics: Actionable 8/3/22 Sales Enablement Tools for Insights That Drive Revenue Growth 21st-Century Sales Teams Roundtable Date: 9/14/2022

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

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

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

### SEPTEMBER

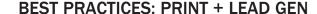
AUGUST

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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