

Best Practices



thought leadership & lead generation

AI-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, FAQs, 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

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2022 ROUNDTABLE SCHEDULE

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 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

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

Digital Transformation of the Contact Center
Roundtable Date: 7/13/2022
Voice-of-the-Customer Programs Guide CX Improvement
Roundtable Date: 1/26/2022

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

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

MAY

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

JUNE

6/1/22 Speech Analytics in the Contact Center
6/15/22 Data Quality Challenges for a Data-Driven Decade

JULY

Happier Agents Create Happier Customers
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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