

# The Power of **Personalization** in Customer Experience

Personalization is a powerful tactic that supports customer experience (CX) strategies with undeniably positive results. Adopting personalization as a core, actionable means for driving positive CX outcomes is essential for your company's customer-facing departments. Customer service, marketing, and sales need to know their customers and prospects and use this information to serve their needs better.

Contribute your recommendations to this month's Best Practices topic to help our readers deliver superior CX that leverages personalization techniques so they can achieve their goals.

Our readers need to learn why personalization is essential for true digital transformation, and they can benefit from the expertise you share.

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Also Marketed in June: ■ Al-Powered **Self-Service**: The Next Step in Empowering Your Customers

# 2022 BEST PRACTICES SCHEDULE & RATES

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# 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

**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 Center

Roundtable Date: 7/13/2022

**Voice-of-the-Customer** Programs Guide CX Improvement

Roundtable Date: 1/26/2022

#### MAY

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

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

Data-Diven Decade

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

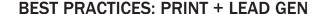
Contact Center Analytics: Actionable Intelligence at the Point of Service Roundtable Date: 4/6/2022

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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