

## Best Practices



thought leadership &amp; lead generation

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

## 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

### 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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