

Best Practices



thought leadership & lead generation

Welcome to the Customer Experience Center!

The evolution of the call center, as a concept, can easily be tracked by noting the changes in its continuously morphing name. The call center became the contact center as more channels were deployed and integrated. Now the customer experience center (CX center) extends the concept of the simple call center by focusing on its intended purpose rather than the channels it supports.

Aside from being more aligned with its actual intended function, the new moniker, CX center, clearly announces management's commitment to an overarching business strategy of improving customer experiences to create positive business outcomes.

But how to get there from here?

Contribute your expertise to this month's Best Practices series and share your knowledge of the technology and processes that will help reimagine the contact center's role as the primary driver of better customer experiences in their organizations.

Roundtable Date: 8/31/2022

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Also Marketed in July : ■ **Happier Agents Create Happier 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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