

# Best Practices



thought leadership & lead generation

## Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

Customer journey analytics can help companies increase customer lifetime value, improve customer loyalty, and drive revenue growth. Journey analytics can provide valuable insights from every customer interaction and uncover points of friction that prevent customer journeys from flowing smoothly.

Customer journey analytics measures the effectiveness of customer experiences (CX) and helps optimize customer journey mapping, ensuring customers stay on the path toward conversion and future business.

Contribute your expertise to this month's Best Practices series and share your knowledge and experience with our readers to help them keep their customers on track and coming back.

*Roundtable Date: 9/14/2022*

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Also Marketed in August: ■ **Smart Customer Service Done Right: Real-World Success Stories**  
From the Field

### 2022 BEST PRACTICES SCHEDULE & RATES

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Participation in Webinar Roundtable - \$8,500

#### 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*

#### JULY

**Happier Agents Create Happier Customers**  
*Roundtable Date: 10/12/2022*

Welcome to the **Customer Experience Center!**  
*Roundtable Date: 8/31/2022*

#### 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*

#### 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*

#### OCTOBER

**AI & Bots** in Customer Care  
*Roundtable Date: 12/7/2022*

**Work Smarter, Not Harder, With Workforce Optimization**  
*Roundtable Date: 8/17/2022*

#### NOVEMBER

**Conversational AI: The Promise of Intelligent Customer Support**  
*Roundtable Date: 5/25/2022*

The **Management of Customer Experiences**  
*Roundtable Date: 7/27/2022*

#### DECEMBER

**Data Quality** Challenges for a Data-Driven Decade  
*Roundtable Date: 6/15/2022*

**2022 Contact Center Innovations—Successful Case Study Snapshots**  
*Roundtable Date: 11/2/2022*

#### JUNE

**6/1/22** Speech Analytics in the Contact Center

**6/15/22** Data Quality Challenges for a Data-Driven Decade

#### JULY

**7/13/22** Digital Transformation of the Contact Center

**7/27/22** The Management of Customer Experiences

#### 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

**9/14/22** Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

**9/28/22** Customer Data Platforms for True Personalization

#### OCTOBER

**10/12/22** Happier Agents Create Happier Customers

**10/26/22** Identity Verification in a Scary World

#### NOVEMBER

**11/02/22** 2022 Contact Center Innovations—Successful Case Study Snapshots

**11/16/22** How to Deliver Exceptional Customer Experiences

#### DECEMBER

**12/07/22** AI & Bots in Customer Care

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