

# Best Practices



thought leadership & lead generation

## Smart Customer Service Done Right: Real-World Success Stories From the Field

Do you ever wonder what your chief competitor is doing to solve the same problems your company is experiencing? Or maybe a new upstart is killing it because they aren't entangled in the same web of chaotic legacy systems that hamper your efforts.

Contribute to this month's Best Practices topic with a case study, success story, or relevant information from the field to illustrate what other companies have done to substantially improve their customer experiences.

Help our readers benefit from your hard-earned wisdom so they can skirt the mistakes of others and benefit from proven best practices that have been field tested and determined to be the best path to follow.

*Roundtable Date: 6/22/2022*

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Also Marketed in August: ■ **Customer Journey Analytics: Actionable Insights That Drive Revenue Growth**

### 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

#### 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

#### OCTOBER

- AI & Bots** in Customer Care  
*Roundtable Date: 12/7/2022*
- Work Smarter, Not Harder, With Workforce Optimization**  
*Roundtable Date: 8/17/2022*

#### OCTOBER

- 10/12/22** Happier Agents Create Happier Customers
- 10/26/22** Identity Verification in a Scary World

#### NOVEMBER

- Conversational AI: The Promise of Intelligent Customer Support**  
*Roundtable Date: 5/25/2022*
- The **Management of Customer Experiences**  
*Roundtable Date: 7/27/2022*

#### NOVEMBER

- 11/02/22** 2022 Contact Center Innovations—Successful Case Study Snapshots
- 11/16/22** How to Deliver Exceptional Customer Experiences

#### 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*

#### DECEMBER

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

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