

Best Practices



Contact Center Analytics: Actionable Intelligence at the Point of Service

One of the hottest areas projected for investment in the already heated contact center market is analytics. Recent research indicates that the contact center analytics market will see a compound annual growth rate (CAGR) of 16%, reaching almost \$3 billion by 2027.

The market is driven by increasing demand for predictive analytics and real-time monitoring capabilities and integrating data from multiple customer channels and enterprise systems.

The ability to analyze speech, text, agent desktops, self-service, and cross-channel interactions is essential to providing proactive support that is suggested by predictive analytics.

Contribute your expertise to this month's Best Practices topic and help our readers learn how contact center analytics can help them stay on target to provide extraordinary customer journeys.

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Also Marketed in September: ■ Creating an Omnichannel Strategy for Seamless Customer Journeys

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Actionable Insights That Drive Revenue Growth
Roundtable Date: 9/14/2022

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Roundtable Date: 4/27/2022

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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

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Roundtable Date: 12/7/2022

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