

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

2022 BEST PRACTICES SCHEDULE & RATES

Standard - 1 page (750 words) \$7,500 net Silver - 2 pages (1,500 words) \$8,500 net **Gold** - 3 pages (2,250 words) \$9,500 net Platinum - 4 pages (3,000 words) \$10,500 net

2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

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

Al & 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

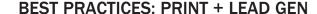
Data Quality Challenges for a Data-Diven Decade Roundtable Date: 6/15/2022

2022 Contact Center Innovations—

Successful Case Study Snapshots Roundtable Date: 11/2/2022

DECEMBER

12/07/22 AI & Bots in Customer





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