

Best Practices



thought leadership & lead generation

Creating an Omnichannel Strategy for Seamless Customer Journeys

Creating a seamless customer journey, integrated across multiple channels, is crucial for delivering smooth, frictionless customer experiences, whether customers engage with you on the phone, your app or website, or even in person at your brick-and-mortar store.

Most likely, your customers are already using multiple channels when doing business with you. According to a recent Harvard Business Review study, 73% of all customers use multiple channels during their purchase journeys.

So how do you meet your customers in their preferred channels and turn these multichannel interactions into a smooth journey?

Contribute your recommendations to this month's Best Practices installment and help our readers create seamless omnichannel experiences that increase customer loyalty and sales.

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Marketed in **September**

Also Marketed in September: ■ Contact Center Analytics: Actionable Intelligence at the Point of Service

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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

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The Management of Customer Experiences

Roundtable Date: 7/27/2022

DECEMBER

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Roundtable Date: 6/15/2022

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AUGUST

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