

Best Practices



The Management of Customer Experiences

The well-documented benefits of focusing on customer experience (CX) as a significant driver of profits and competitive advantage have elevated customer experience management (CEM) to a strategic priority among CEOs.

Delivering superior CX throughout the customer lifestyle and managing customers' brand perceptions are immense continuous efforts that span departments, technologies, and company culture. CX is such an essential priority, the CEM market is forecasted to expand at a compound annual growth rate of 17.9%, to \$23.8 billion, by 2028.

Contribute your recommendations to this month's Best Practices series and help our readers implement or expand their customer experience management programs.

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Also Marketed in November: ■ Conversational AI: The Promise of Intelligent Customer Support

2022 BEST PRACTICES SCHEDULE & RATES

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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

2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – \$8,500

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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JANUARY 2023

1/11/2023 MegaTrends in Customer Technologies—Predictions That You Need to Know in 2023

1/18/2023 Digital-First Customer Service—The Logical Next Step Beyond Self-Service

FEBRUARY 2023

2/1/2023 The Conversational Contact Center: Integrating AI's Potential Now

2/15/2023 Deep Personalization: Customer Data with a Purpose

MARCH 2023

3/1/2023 How to Leverage AI for Integrated CX Strategy

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