

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 Al: The Promise of Intelligent Customer Support

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HHY

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

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SEPTEMBER

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NOVEMBER

Conversational AI: The Promise of Intelligent Customer Support

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The Management of Customer Experiences

Roundtable Date: 7/27/2022

DECEMBER

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

2022 Contact Center InnovationsSuccessful Case Study Snapshots

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SEPTEMBER

9/14/22 Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

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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 Al & Bots in Customer Care

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

FEBRUARY 2023

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

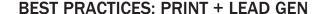
2/15/2023 Deep Personalization: Customer Data with a Purpose

MARCH 2023

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

3/15/2023 Create a Better Contact Center Culture with Workforce Engagement Strategies and Technologies







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