

## Best Practices

2023

# Megatrends in Customer Technologies—Predictions That You Need to Know in 2023

Every January, we kick off the new year, challenging prominent solution providers to concisely predict what significant trends will catch hold in the next 12 months and why our audience needs to be aware of these promising future paths.

Contributions to the Best Practices kick-off installment usually come from different customer-enabling solution vendors, providing our readers with a wide variety of distinct perspectives. Our readers would love to hear your predictions this year!

*Live Roundtable Webcast: January 11, 2023*

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Also Marketed in January: ■ What's So Great About **Proactive Customer Service**?

## 2023 BEST PRACTICES SCHEDULE & RATES

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### JANUARY

**Megatrends** in Customer Technologies—Predictions That You Need to Know in 2023  
What's So Great About **Proactive Customer Service**?

### JANUARY

**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

Total Experience: **Experience Convergence**  
Achieve Next-Level CX with **Real-Time Customer Analytics**

### FEBRUARY

**2/1/2023** The Conversational Contact Center: Integrating AI's Potential Now  
**2/15/2023** Deep Personalization: Customer Data with a Purpose

### MARCH

**Contact Center as a Service**—Simply Subscribe?  
**Digital Transformation of Customer Experience**—What's Possible Now?

### MARCH

**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

### APRIL (PRINT)

**Speech Analytics**: The Core Contact Center Technology  
**Digital-First Customer Service**—The Logical Next Step Beyond Self-Service

### APRIL

**4/12/2023** What's So Great About Proactive Customer Service?  
**4/26/2023** Achieve Next-Level CX with Real-Time Customer Analytics

### MAY

Create a Better Contact Center Culture with **Workforce Engagement** Strategies and Technologies  
**Deep Personalization**: Customer Data with a Purpose

### MAY

**5/10/2023** Contact Center as a Service—Simply Subscribe?  
**5/24/2023** Digital Transformation of Customer Experience—What's Possible Now?

### JUNE

**The Conversational Contact Center**: Integrating AI's Potential Now  
How to **Leverage AI** for Integrated CX Strategy

### JUNE

**6/7/2023** Total Experience: Experience Convergence  
**6/21/2023** Speech Analytics: The Core Contact Center Technology

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