

Best Practices

Digital-First Customer Service — The logical next step beyond self-service

Everybody loves self-service. Low-effort self-serve solutions are a fantastic win/win for customers and organizations.

What would the optimum service organization look like if it could start from scratch? Or evolve its existing business in the digital-first direction?

Contribute your expertise to the Best Practice installment and help our readers down the digital-first path.

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Also Marketed in April: ■ **Speech Analytics: The Core Contact Center Technology**

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