

Best Practices

Hot Topics in Customer Analytics: Insight and Action

The digital transformation revolution has opened up tremendous opportunities for those who can extract real value from all that data. CX, customer satisfaction, and key performance indicators are constantly monitored for insights and improvements.

Real-time analytics can change the trajectory of interactions at their most critical points by suggesting the next best actions. Analytics are also crucial for surfacing insights from many different complex data sources.

Contribute your recommendations to help our readers turn insights from their customer data into actions that will help them better know their customers and processes and use that knowledge to take well-informed actions.

Live Roundtable Webcast: November 15, 2023

Published in **July/Aug** CRM magazine | Content Due: **June 25** | Marketed in **July**

Also Marketed in July: ■ **Customer Journey Management: A Key Focus for Stronger Brands**

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