CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2020 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JANUARY Space Close: 11/20/19 Ads/Copy: 12/2/19 Mail Date: 12/31/19	CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020	Customer Communications Management—The Key to Consistent Communications	CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 *Roundtable Date: 1/22/2020*	Data Quality: The Key Ingredient in a Data-Driven Customer Strategy *Roundtable Date: 1/29/2020*
FEBRUARY ONLINE (Published in March Issue) Space Close: 1/25/20 Copy Due: 1/2/20 Online Marketing: 2/1/20 March Mail Date: 2/14/20	Cloud Contact Center Solutions	Mobile-First Customer Care	Is Voice-First Technology a Must-Have in 2020 and Beyond? *Roundtable Date: 2/12/2020*	Customer Journey Analytics: Delivering the Best Possible Customer Experience *Roundtable Date: 2/26/2020*
MARCH Space Close: 1/13/20 Ads/Copy: 3/20/20 Mail Date: 2/14/20	AI Based Speech Analytics for Actionable Insights	Self-Service for Higher Customer Satisfaction	AI and the Contact Center *Roundtable Date: 3/11/2020*	Smarketing: The Integration of Sales and Marketing *Roundtable Date: 3/25/2020*
APRIL Space Close: 2/10/20 Ads/Copy: 2/18/20 Mail Date: 3/13/20	Customer Authentication, Identity Resolution, & Voice Biometrics	Creating a Great Omnichannel Experience for Great Customer Experiences	Voice-of-the-Customer Programs for Better Customer Experiences *Roundtable Date: 4/8/2020*	Business Intelligence and Customer Analytics: Uncovering Hidden Value *Roundtable Date: 4/22/2020*
MAY Space Close: 3/12/20 Ads/Copy: 3/19/20 Mail Date: 4/15/20	How Do You Measure Customer Experience?	Customer Data Platforms for a Unified View of the Customer	Cognitive Customer Service and Support *Roundtable Date: 5/6/2020*	Creating a Customer Engagement Center *Roundtable Date: 5/20/2020*
JUNE Space Close: 4/13/20 Ads/Copy: 4/20/20 Mail Date: 5/15/20	Smart Customer Service Transformation	Conversational AI Use Cases in Customer Service	Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts *Roundtable Date: 6/3/2020*	Smart IVRs for Better Customer Experiences *Roundtable Date: 6/17/2020*

Schedule is subject to change.

"I assign white papers and best practices to my students in my NYU CRM course instead of using a textbook. The articles and white papers keep my course topical and on target in a way a textbook never could."

PROFESSOR OF MARKETING
NEW YORK UNIVERSITY

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Updated 10/25/2019

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2020 BEST PRACTICES & ROUNDTABLE SCHEDULE *(cont.)*

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JULY ONLINE **(Published in July/Aug Issue)** Space Close: 5/22/20 Ads/Copy: 6/1/20 Mail Date: 6/26/20	Customer Journey Analytics: Delivering the Best Possible Customer Experience	Business Intelligence and Customer Analytics: Uncovering Hidden Value	Mobile-First Customer Care *Roundtable Date: 7/15/2020*	AI-Based Speech Analytics for Actionable Insights *Roundtable Date: 7/29/2020*
AUGUST ONLINE **(Published in September Issue)** Space Close: 7/13/20 Online Marketing: 8/1/2020 September Issue Mail Date: 8/14/20	Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts	Cognitive Customer Service and Support	How Do You Measure Customer Experience? *Roundtable Date: 8/12/2020*	Customer Data Platforms for a Unified View of the Customer *Roundtable Date: 8/26/2020*
SEPTEMBER Space Close: 7/13/20 Ads/Copy: 7/20/20 Mail Date: 8/14/20	AI and the Contact Center	Smarketing: The Integration of Sales and Marketing	Cloud Contact Center Solutions *Roundtable Date: 9/16/2020*	Self-Service for Higher Customer Satisfaction *Roundtable Date: 9/30/2020*
OCTOBER Space Close: 8/12/20 Ads/Copy: 8/19/20 Mail Date: 9/16/20	Is Voice-First Technology a Must-Have in 2020 and Beyond?	Data Quality: The Key Ingredient in a Data-Driven Customer Strategy	Creating a Great Omnichannel Experience for Great Customer Experiences *Roundtable Date: 10/7/2020*	Conversational AI Use Cases in Customer Service *Roundtable Date: 10/21/2020*
NOVEMBER Space Close: 9/11/20 Ads/Copy: 9/18/20 Mail Date: 10/15/20	Voice-of-the-Customer Programs for Better Customer Experiences	Smart IVRs for Better Customer Experiences	Customer Authentication, Identity Resolution, & Voice Biometrics *Roundtable Date: 11/4/2020*	Customer Support Transformation for 2020 *Roundtable Date: 11/18/2020*
DECEMBER (ONLINE ONLY) Copy Due: 11/20/20	Creating a Customer Engagement Center	Sales Enablement Tools for Next-Generation Sales Teams	2021 Contact Center Innovations: A Preview *Roundtable Date: 12/2/2020*	Customer Communications Management—The Key to Consistent Communications *Roundtable Date: 12/16/2020*

Schedule is subject to change.

Love the clear presentations and high value webinars."
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CUSTOMER RELATIONSHIP MANAGEMENT

2020 **BEST PRACTICES** DEEP DIVES

JANUARY ONLINE
(PUBLISHED IN **JAN/FEB** ISSUE)

Space Close: 11/20/19 | **Ads/Copy:** 12/2/19 | **Mail Date:** 12/31/19

CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020

Join us on one of our most popular Best Practices installments of the year, where our contributors will detail the most important trends to follow in 2020. We expect to cover everything from artificial intelligence and machine learning to advances in voice technologies and analytics. This preview of what's hot in CRM and customer experience will help our readers understand which technologies are poised to change customer interactions and which ones —like blockchain and cryptocurrency—need more time to incubate before becoming must-have integrations.

Our megatrends special supplement is always an extremely popular lead generation program and a great way to highlight your company's thought leadership.

Roundtable Date: 1/22/2020

Customer Communications Management: The Key to Consistent Communications

Customer communications management (CCM) software and processes allow organizations to centralize communications with customers across a diverse range of channels, both analog and digital. In some industries, like finance and insurance, regulatory compliance is imperative.

Omnichannel communications only work well if the proper content is created and can be retrieved. This includes communications for marketing, new product introductions, renewal notifications, claims correspondence and documentation, and bill and payment notifications.

Contribute to this Best Practices installment and uncover new prospects among our engaged audience.

Roundtable Date: 12/16/2020

FEBRUARY ONLINE
(PUBLISHED IN **MARCH** ISSUE)

Space Close: 1/13/20 | **Ads/Copy:** 1/20/20 |
Online Marketing: 2/1/20 | **March Issue Mail Date:** 2/14/20

Cloud Contact Center Solutions

According to a recent report by Research and Markets, the "Cloud-Based Contact Center market worldwide is projected to grow by US $28.6 billion, driven by a compounded growth of 23.8% through 2025." What are the factors and conditions driving this tremendous forecasted growth?

Participate in this Best Practices installment and educate our readers why business leaders will be favoring cloud contact center solutions over on-premises solutions so strongly over the next several years. Everything from scalability to cost controls and frequent iterations to improved customer experience will be discussed.

Roundtable Date: 9/16/2020

Mobile-First Customer Care: Many Channels, One Device

Smartphones are a perfect example of the convergence of omnichannel customer communications, the Internet of Things, and devices that are literally always accessible—as evidenced by the fact that consumers check theirs 80 times a day, or every 12 minutes, according to one study. But in designing their customer service, many companies haven't yet made the leap from a bygone era where customers used discrete devices and channels and devices, like phones or laptops, rather than smartphones, which can combine all channels—internet, voice, SMS, chat, video, and social media. Many organizations have merely made traditional support channels accessible to mobile devices without starting with the idea that consumers will increasingly be reaching out first with a mobile device, rather than a desktop, laptop, or home phone.

Join us in this Best Practices special section and educate our audience on what it means to have a mobile-first mindset when it comes to customer care that corresponds to the way customers are making use of their mobile devices. Discover how to build an experience specifically around customers' needs instead of contact centers' needs by transforming the existing interaction model.

Roundtable Date: 7/15/2020

MARCH

Space Close: 1/13/20 | **Ads/Copy:** 1/20/20 | **Mail Date:** 4/14/20

AI-Based Speech Analytics for Actionable Insights

Speech analytics tools can prove to be invaluable for analyzing the vast amounts of unstructured information pouring into the contact center; they can evaluate everything from call compliance to sentiment analysis, often in real time. All of this information is essential for improving the customer experience and achieving better business outcomes. The best speech analytics tools extract real value, uncovering information that is easily converted into insights that can determine the best course of action.

Contribute to this month's Best Practices installment and tell our readers why they should invest in AI-based speech analytics and what they can expect from these remarkable contact center technologies.

Roundtable Date: 7/29/2020

Self-Service for Higher Customer Satisfaction

Most people don't want to speak to customer service representatives, especially for minor questions or possibly major questions that may be better answered with a link to an instructional video. Certainly intelligent chatbots, new self-learning technologies like artificial intelligence and robotic process automation, and knowledgebases can help customers get their inquiries answered swiftly and accurately without escalation to a human agent. These automated processes can also be proactive, as with service outage alerts, canceled airline bookings, and known issue notifications. All of these tools help customers resolve their problems in a way they prefer, and without making that dreaded call to the contact center.

Contribute to this Best Practices installment and help our audience find out what options are available to deliver world-class self-service that will improve your customer experience, cut costs, and insulate your customer care team from mundane repetitive tasks, allowing them to concentrate on higher-level issues.

Roundtable Date: 9/30/2020

"Really great topic selection and so timely!"
VOICE OF THE CUSTOMER LEAD
BAYER

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2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

APRIL

Space Close: 2/10/20 | **Ads/Copy**: 2/18/20 | **Mail Date:** 3/13/20

Customer Authentication, Identity Resolution, and Voice Biometrics

One of the most frustrating aspects of contacting any company can be proving who you are. Customers are well aware of identity theft, security issues, and privacy concerns, so they are willing to put up with the interrogation, but that doesn't mean they enjoy it. In fact, this first bit of friction can cause annoyance to escalate into anger if information needs to be repeated or if initial attempts at resolution fail. Plus, an opportunity for personalization and efficiency can be wasted when a customer reaches out using a different device.

Participate in this first ever Best Practices topic and help our audience learn more about your authentication solution.

Roundtable Date: 11/4/2020

Creating a Great Omnichannel Experience for Great Customer Experiences

All omnichannel customer experiences use multiple channels, but not all multichannel experiences are omnichannel. This sounds like splitting hairs, but when it comes to creating a great customer experience, it's not. The big distinction is that the multiple channels must be cohesive, coordinated, seamless, and consistent. Everyone in the value chain—from product management to marketing, sales, and customer support—has to be on the same page in terms of delivering a cohesive and consistent experience regardless of the channel or device of choice. Alignment between messaging and execution is the key to building brands that engender loyalty.

Join us in this Best Practices installment and help our readers find out how to create a great omnichannel experience that will ultimately improve the experiences of all their customers.

Roundtable Date: 10/7/2020

MAY

Space Close: 3/12/20 | **Ads/Copy**: 3/19/20 | **Mail Date:** 4/15/20

How Do You Measure Customer Experience?

We all want to improve our customer experience (CX) for all the well-documented reasons: to create more loyal customers, to differentiate products or services and actually charge more, even to build more shareholder value with higher stock prices. But what is the best way to stay on track and choose the best measuring tools, from Net Promoter Scores to voice-of-the-customer programs, customer journey analytics, and other key performance indicators? Many of these tools offer benchmarks that allow executives to see if their CX is getting better or not.

Contribute to this popular Best Practices topic and help our readers determine the best way to measure their CX initiatives and make continual improvements over time.

Roundtable Date: 8/12/2020

Customer Data Platforms: Creating a Unified View of the Customer

Organizations have done a great job of collecting customer data from all sorts of inputs: contact info, transactional data, demographic and behavioral data, and all the data flowing from websites and third-party providers. But there is so much data, with much of it always changing, that it's become even more difficult for companies to provide consistent customer experiences across the various channels and consumer devices.

Participate in this Best Practices installment and show our readers how customer data platforms can help their organization create a unified view of their customers in a way that was all but impossible just a few years ago. Instruct them how to improve their customer experience, marketing, and operational efficiencies by achieving a single view of their customers.

Roundtable Date: 8/26/2020

JUNE

Space Close: 4/13/20 | **Ads/Copy**: 4/20/20 | **Mail Date:** 5/15/20

Customer Support Transformation

Today's consumers have tremendous expectations when it comes to choice, personalization, and demands for high levels of customer service. For many businesses, competing on a customer experience (CX) value proposition without raising costs to a prohibitive level is a real challenge. After all, everyone wants to deliver great CX.

In this Best Practices topic, we discuss improving the structure and performance of operations, using analytics to spot areas ripe for a technology transformation, and rethinking the delivery of personalized and seamless experiences across digital channels. Meeting both customer expectations and budget expectations could literally be the million-dollar question for your organization.

Contribute to this month's installment and educate our readers on how to execute a cost-effective customer service strategy while simultaneously increasing revenue through improved customer loyalty and advocacy.

Roundtable Date: 11/18/2020

Conversational AI Use Cases in Customer Service

Conversational AI offers a seminal advancement in the way we interact with computers. Forget the menus, touchscreens, or mouse-clicks: Customers can now just use their voice to engage with a computer, an action that requires no learning curve.

The implication for customer service applications is life-altering: better, faster, more accurate service for customers; lower costs with higher customer satisfaction metrics for companies. Plus, the value of these conversational AI applications will improve with use as they learn on the job.

Join this month's Best Practices series and help our readers find out which types of real-world use cases are showing the most promise and the best ROI, and where to begin for quick wins.

Roundtable Date: 10/21/2020

> **Quality content, interest topics, best practices, white papers."**
> CX SR MANAGER
> **AT&T**

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2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

JULY ONLINE

Space Close: 5/22/20 | **Ads/Copy:** 6/1/20 | **Mail Date:** 6/26/20

Customer Journey Analytics: Delivering the Best Possible Customer Experiences

To optimize customer interactions and predict future behavior, analytics are clearly needed to measure the vast amounts of historical data documenting customer behaviors and motivations across touchpoints over time, according to Gartner and Forrester Research.

Customer journey mapping is intuitive only to a certain extent, as best-case plans are often disrupted when the rubber meets the road and assumptions, large or small, are proved false by actual customer behavior. Journey analytics are crucial for uncovering these fundament misjudgments or changes in situational reality that can make your journey maps ineffective.

Contribute to this Best Practices installment and connect with readers who are looking for customer journey analytics to become more efficient while gaining valuable insights into their customers.

Roundtable Date: 2/26/2020

Business Intelligence and Customer Analytics: Uncovering Hidden Value

Data by itself is useless. Without gleaning actual insights from data that can be acted upon to solve a business issue, collecting vast amounts of it will only obscure patterns and prevent any understanding of what it all means.

Luckily, there has been an explosion of business intelligence (BI) and customer analytics tools in the past several years to help make sense of all that information. Ultimately, these tools enable users to make better, data-backed decisions, and they are becoming easier to use thanks to enhancements like natural language processing, search, and conversational analytics.

In 2020, augmented analytics will be a dominant driver behind new purchases of analytics and business intelligence, data science and machine learning platforms, and embedded analytics.

BI and customer analytics tools are about to deliver on the promise of allowing everyone—organizations of all sizes and line-of-business users who aren't data scientists—to reap the benefits of data-backed decision making.

Participate in this Best Practices installment and educate our readers on what to consider with their BI and customer analytics initiatives.

Roundtable Date: 4/22/2020

AUGUST ONLINE
(PUBLISHED IN **SEPTEMBER** ISSUE)

Space Close: 7/13/20 | **Ads/Copy:** 8/1/20 | **Mail Date:** 8/14/20

Cognitive Customer Service and Support

What is cognitive customer service and support? The term "cognitive" is a catchall phrase for technologies that simulate human thought processes and includes self-learning algorithms that use data mining, pattern recognition, and natural language processing that mimic the way the human brain works.

What does this mean for customer service and support applications? It virtually ensures improved customer satisfaction, better customer experiences and engagement, and actionable customer insights. Organizations that employ cognitive customer service and support technologies early and correctly will realize a major competitive advantage in the marketplace.

Contribute to this month's Best Practices installment and illuminate our readers on how to plan for cognitive customer service and support.

Roundtable Date: 5/6/2020

Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts

Customer experience (CX) is an integral part of customer relationship management (CRM) and a much larger aspect of customer service. CX encapsulates all aspects of a customer's interactions with an organization, from discovery to sales to support. And 60% of people are willing to pay more for better experiences, according to a study by American Express.

Investing in CX programs offers an ROI that makes a strong case for better serving customers. According to a recent report by the Temkin Group, companies earning $1 billion annually can expect to increase their earnings, on average, by an additional $700 million within 3 years of investing in customer experience. That translates to a compelling 70% increase in revenue within 36 months.

So how do you get started on or expand your CX initiatives?

Join us in this Best Practices installment and give your best advice to readers on how to achieve compelling results, as well as how to make a business case to management.

Roundtable Date: 6/3/2020

SEPTEMBER

Space Close: 7/13/20 | **Ads/Copy:** 7/20/20 | **Mail Date:** 8/14/20

AI and the Contact Center: What You Need to Know

The contact center is where artificial intelligence will have perhaps the greatest impact on organizations in the next decade. It will reshape traditional IVRs with natural language processing, machine learning, and robotic process automation. It will capture data from customer interactions to provide better future recommendations and outcomes. And it will speed up all of these processes for customers and make agents more effective and even improve their engagement, as they are relieved of mind-numbing repetitive tasks and have access to more accurate problem-solving tools.

Contribute to this installment of our Best Practices series and help our readers understand how your AI solutions will help their organization improve customer service, predict customer needs and behavior, and increase operational efficiencies.

Roundtable Date: 3/11/2020

Smarketing: The Integration of Sales and Marketing

"Smarketing" is a cleverly descriptive term illustrating the integration of sales and marketing, which seems to be more and more appropriate as both disciplines evolve closer together.

The whole sales process has changed dramatically in the past decade, with buyers having much better access to product details, competitive alternatives, pricing, and online reviews.

Participate in this Best Practices installment and instruct our readers on how the concept of smarketing can help their companies adjust to this new type of customer, one who is better educated and not reliant on salespeople for information to create their short lists of possible vendors.

Roundtable Date: 3/25/2020

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2020 **BEST PRACTICES** DEEP DIVES *(cont.)*

OCTOBER

Space Close: 8/12/20 | **Ads/Copy:** 8/19/20 | **Mail Date:** 9/16/20

Is Voice-First Technology a Must-Have in 2020 and Beyond?

Voice-first platforms and interfaces such as Amazon Alexa, Google Assistant, Microsoft Cortana, Samsung's Bixby, Apple Siri, and Alibaba's AliGenie seem to be everywhere in the consumer world, with smart speaker sales growing at over 78% a year and 53% of all smart speaker owners using their device daily.

Major brands like Proctor & Gamble are making bank with Alexa-powered voice search, and other brands are looking to leverage voice-powered ecommerce as well. Voice-activated technology is increasing every day, and brands need to be in the mix when it comes to voice search and voice-related customer experience outcomes.

The interface of choice is quickly shifting for screens to voice for both consumers and business users as voice technologies, real-world applications, and fundamental business strategies are looking to "voice first" as the next huge area for growth.

Participate in this Best Practices installment and help our readers understand how voice-first strategies and tools are changing the way consumers interact with devices and businesses alike.

Roundtable Date: 2/12/2020

Data Quality: The Key Ingredient in a Data-Driven Customer Strategy

Data quality is the most elemental ingredient of any attempt at digital transformation or a data-driven customer strategy. Maintaining superior data quality requires an unyielding 24/7 effort as new bits of information are captured or imported. Everything changes constantly—addresses, contact information, and other critical pieces of data—leading to duplicates or erroneous records. A recent report estimates that data scientists spend over 80% of their time doing simple mechanical tasks such as labeling and cleaning their data. That's an issue because data scientists are hard to hire and very expensive.

Contribute to this month's Best Practices installment and tell our readers how they can maintain high-quality databases.

Roundtable Date: 1/29/2020

NOVEMBER

Space Close: 9/11/20 | **Ads/Copy:** 9/18/20 | **Mail Date:** 10/15/20

Voice-of-the-Customer Programs: Building Better Customer Experiences

What's the cost of delivering poor customer service in the United States? The answer to that question is about $83 billion a year, according to research conducted by Greenfield Online and Datamonitor/Ovum analysts.

That's a big number that could have been minimized if executives realized what their customers were thinking before they missed their quarterly numbers and experienced stunted potential growth.

Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights they needed to make the adjustments, large and small, to stay on track and consistently deliver great customer experiences that keep customers coming back.

It's a well-documented fact that customer-perceived quality and above-average customer service are leading drivers of business success and shareholder value.

Participate in this Best Practices installment and educate our readers on how to build and benefit from VoC programs.

Roundtable Date: 4/8/2020

Smart IVRs for Better Customer Experiences

Interactive voice response (IVR) software is still the workhorse of customer self-service, especially in the voice channel. Managing large volumes of common customer queries cost-effectively while delivering superior experiences is uniquely challenging.

In this Best Practices installment, we focus on the advances in IVR that have helped elevate it past the traditional menu trees to incorporate enabling technologies such as natural language processing, chatbots, callback integration, onmichannel support, visual IVR, and artificial intelligence.

Contribute to this special section and uncover prospects who are currently interested in this topic.

Roundtable Date: 6/17/2020

DECEMBER

Copy Due: 11/20/20 | **Online Promotion:** 12/1/20

Creating a Customer Engagement Center

If your contact center is thrilling neither your customers nor management, you should upgrade to a modern customer engagement center (CEC) that includes multiple channels where customers can connect with you, including voice, social media, chat, SMS, webpages, and email. A CEC will also help you retain context around customers as they move across various channels.

Participate in this Best Practices installment and engage with readers who are actively looking for advice on transitioning to a customer engagement center.

Roundtable Date: 5/20/2020

Sales Enablement Tools for Next-Generation Sales Teams *(Best Practices Only)*

In this Best Practices installment, we look at the current state of sales enablement tools that provide salespeople with the information, content, and resources that help salespeople sell more effectively. Sales enablement solutions are key for sales forces of any size, from SMBs to the enterprise market. But they must be easy to use and demonstrate real value for salespeople, or they just won't be used. Sales enablement tools help reps learn faster, sell smarter, and sell more effectively. They cut average sales cycle length; raise the number of reps achieving quota; and increase average deal size. And they scale, allowing large sales teams to achieve quota in a predictable and repeatable way.

If you have a sales enablement solution, our readers would love to hear more about what you have to offer.

2021 Contact Center Innovations: A Preview *(Roundtable Only)*

What are most valuable contact center innovations so far in 2020? Where are executives deriving the most ROI or operational efficiencies? There are so many technological innovations taking place in the contact center space that it can be difficult to spot the trends that are driving better business outcomes and leveraging stronger competitive advantages. Artificial intelligence, robotic process automation, speech analytics, workforce optimization, customer or employee facing business technologies are topics for discussion and more.

Join us on this wide-ranging roundtable topic and find out from our panel of experts what they consider the biggest innovations to date to take place in the contact center.

Roundtable Date: 12/2/2020