

2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
January	1/20/21	Megatrends in Customer Experience: Near-term adjustments and long-term structural changes	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: January
January	1/27/21	Customer Journey Analytics to Improve CX at Scale	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: July
February	2/10/21	Supercharging Your Contact Center With Artificial Intelligence	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: August
February	2/24/21	Top Data Quality Issues for a Data-Driven Decade	July/August Issue Commit: 5/28/21 Copy Due: 6/7/21 Lead Gen: July
March	3/10/21	Smart IVRs for Exceptional Service	October Issue Commit: 8/30/21 Copy Due: 9/7/21
March	3/24/21	The Omnichannel Support Imperative	September Issue Commit: 7/30/21 Copy Due: 8/6/21
April	4/7/21	Workforce Optimization for More Productive Agents and More Satisfied Customers	September Issue Commit: 7/30/21 Copy Due: 8/6/21
April	4/21/21	Voice of the Customer Strategies and Tactics for Better Customer Insights	October Issue Commit: 8/30/21 Copy Due: 9/7/21
May	5/5/21	Virtual Contact Centers: Lessons Learned in Uncertain Times	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: November
May	5/19/21	Smart Field Service Management Strategies	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: November

Continued
on next page
>>

Schedule is subject to change.

2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
June	6/2/21	Speech Analytics and AI: A Game-Changer for CX	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
June	6/16/21	Analytics and Business Intelligence Solutions for Challenging Times	September Issue Commit: 7/30/21 Copy Due: 8/6/21
June	6/30/21	Sales and Marketing Tools That Drive Business-to-Business Quota Achievement	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: January
July	7/14/21	Transformational CX – Designing Experiences That Wow Customers	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
July	7/28/21	Master Data Management – A Single View of the Truth	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: February
August	8/11/21	I Prefer Self-Service – Don't Make Me Talk to a CSR	November/December Issue Commit: 10/29/21 Copy Due: 11/5/21 Lead Gen: December
August	8/25/21	Customer Experience Management for Driving B2C Growth	March Issue Commit: 1/28/21 Copy Due: 2/4/21
September	9/1/21	Designing a Customer Engagement Center	April Issue Commit: 2/26/21 Copy Due: 3/5/21
September	9/15/21	Creating a Customer-First Organization: Technology and People	April Issue Commit: 2/26/21 Copy Due: 3/5/21
September	9/29/21	The State of Knowledge Management in an AI World	May Issue Commit: 3/31/21 Copy Due: 4/7/21

Schedule is subject to change.

*Continued
on next page
>>*

2021 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue/Closing Dates
October	10/13/21	Conversational AI: The Future of Customer Service?	May Issue Commit: 3/31/21 Copy Due: 4/7/21
October	10/27/21	Linking Employee and Customer Experience: Workforce Engagement Management	January/February Issue Commit: 11/19/20 Copy Due: 12/1/20 Lead Gen: February
November	11/3/21	2021 Contact Center Innovations – Successful Case Study Snapshots	June Issue Commit: 4/3/21 Copy Due: 5/7/21
November	11/17/21	Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships	June Issue Commit: 4/3/21 Copy Due: 5/7/21
December	12/1/21	Customer Service in a Smartphone World	March Issue Commit: 1/28/21 Copy Due: 2/4/21
December	12/15/21	C-Level Leadership: Who Owns Customer Experience?	June Issue Commit: 4/3/21 Copy Due: 5/7/21

Schedule is subject to change.

2021 ROUNDTABLE TOPICS

JANUARY

Roundtable Date: January 20, 2021	<p>Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes</p> <p>If there has been a bright spot in the COVID-19 crisis, now entering its second year, it is the role technology has played in serving customers despite extraordinary circumstances. The implementation of key technologies before the pandemic struck has enabled organizations and employees to continue to provide excellent customer support despite the unique challenges.</p> <p>What started as a scramble to enable business continuity for employees and customers alike has grown into an effort to adapt to the long-term realities that organizations now face.</p> <p>But what still needs to be done in 2021 to deal with the new normal? What are the long-term ramifications for organizations that want to build on the lessons learned in these difficult times to better serve customers beyond 2021?</p> <p>Find out what our panel of experts predicts will be the key trends of 2021 and what changes they think will live on after the current crisis subsides.</p> <p>January/February Best Practices Issue</p>
Roundtable Date: January 27, 2021	<p>Customer Journey Analytics to Improve CX at Scale</p> <p>Improving the customer journey is one of the most relevant components of the critical overarching goal of enhancing customer experience (CX) at scale. The customer journey affects every customer, after all, and journey improvements power key performance indicators that drive the bottom line. The larger the organization, the more difficult it is to overcome structural, technological, and cultural challenges that impede change and increase risk.</p> <p>Learn from our panel of experts how customer journey analytics can help your company understand and transform your own journeys, keeping them firmly on target with continuous improvements across customer satisfaction, financial, and strategic metrics.</p> <p>July/August Best Practices Issue</p>

FEBRUARY

Roundtable Date: February 10, 2021	<p>Supercharging Your Contact Center With Artificial Intelligence</p> <p>Artificial intelligence (AI) and machine learning technologies are already rapidly transforming the contact center due to their promise of better customer experiences at lower cost. A recent study predicted that the market for contact center AI technology would increase from \$800 million in 2019 to \$2.8 billion by 2024. These new tools offer organizations a boost in customer retention, loyalty, and, ultimately, revenue and shareholder value.</p> <p>The benefits of a well-orchestrated contact center AI program also include more effective and satisfied agents, which increases employee retention. New agent time-to-train, job satisfaction, and turnover-rate metrics are substantially improved with better technology tools.</p> <p>Learn what other companies have done to transform their contact centers with AI, as well as the rewards they've reaped from their efforts.</p> <p>July/August Best Practices Issue</p>
Roundtable Date: February 24, 2021	<p>Top Data Quality Issues for a Data-Driven Decade</p> <p>The success of your current and future data-driven customer strategies depends, of course, on high-quality, trusted data. But the ease of collecting massive amounts of data often has the unintended consequence of diluting the overall quality of the information you need to power your strategic investments in analytics, artificial intelligence (AI), and data-driven customer programs.</p> <p>Fortunately, this fundamental issue is not unique or insurmountable.</p> <p>Join us on this expert roundtable webcast and learn how to ensure your organization can improve data quality and reap the benefits of your data-driven customer strategies.</p> <p>July/August Best Practices Issue</p>

Continued on next page >>

2021 ROUNDTABLE TOPICS

MARCH

Roundtable Date: March 10, 2021	<p>Smart IVRs for Exceptional Service</p> <p>Interactive voice response (IVR) solutions have evolved tremendously over the past few years and still manage half of all customer inquiries, especially for complex issues. Fortunately, this workhorse of customer service has expanded far beyond the much-maligned phone-tree-based systems that have frustrated customers for decades.</p> <p>Modern IVRs can incorporate natural language processing, conversational AI, and call-back features; predict caller intent; capture information for context and continuity; and include a whole host of customer-friendly features that can quickly and painlessly retrieve information.</p> <p>To find out the latest advances in IVR technology and how they can help your business serve customers quickly and accurately, join us on this roundtable webcast.</p> <p>October Best Practices Issue</p>
Roundtable Date: March 24, 2021	<p>The Omnichannel Support Imperative</p> <p>According to one current survey, two out of three customers use at least three channels, on average, to connect with customer service. That's one of the more conservative estimates of how customers are inclined to switch channels when contacting a company for support. The critical point here is that customers will use the most convenient communication method available to them at any given moment.</p> <p>Organizations must respond coherently to channel hopping customers by unifying data across all of their customer support touchpoints so that the information gathered in one channel is seamlessly available in others.</p> <p>If your company struggles to unify data across channels, learn what our panel of experts recommends to present a clear, consistent omnichannel support strategy.</p> <p>September Best Practices Issue</p>

APRIL

Roundtable Date: April 7, 2021	<p>Workforce Optimization for More Productive Agents and More Satisfied Customers</p> <p>The experience of the past year has highlighted workforce optimization (WFO) as a critical component of managing contact center agents comprehensively, regardless of location.</p> <p>WFO solutions encompass many different technologies and applications and enable excellent customer service by supporting agents as front-line brand ambassadors. Call recording, quality monitoring, workforce management, coaching and e-learning, performance management, and even speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component to any customer-focused enterprise.</p> <p>Join this roundtable webcast and learn how WFO solutions enable contact centers to run efficiently and increase customer satisfaction.</p> <p>September Best Practices Issue</p>
Roundtable Date: April 21, 2021	<p>Voice of the Customer Strategies and Tactics for Better Customer Insights</p> <p>Top-performing businesses pay close attention to how their customers feel about their experiences with a product or service, and voice-of-the-customer (VoC) programs deliver those crucial insights.</p> <p>Getting to the heart of what a customer is thinking, feeling, and intending to do in the future is a difficult task, but gleaning actionable insights is crucial for companies to stay on track.</p> <p>Join our panel of industry experts and learn how your organization can gather useful feedback from customers to keep your brand or offerings in line with your customers' needs and desires.</p> <p>October Best Practices Issue</p>

Continued on next page >>

2021 ROUNDTABLE TOPICS

MAY	
Roundtable Date: May 5, 2021	<p>Virtual Contact Centers: Lessons Learned in Uncertain Times</p> <p>There are plenty of practical benefits gained by implementing a virtual contact center in your organization, ones that have nothing to do with preparing for a worst-case scenario—which we’ve all collectively experienced in the past year. But one benefit that very early on made itself a necessity is the ability to conduct business seamlessly even in the face of calamity.</p> <p>Fortunately, virtual contact centers offer all the customer-facing components businesses need to serve customers, including voice, email, chat, messaging, and self-service tools, to answer questions quickly and deliver on key performance indicators. They also can support a far-flung workforce with workforce optimization, coaching, and other employee-focused engagement tools to help develop agent skills and improve retention. Plus, they enable business continuity by virtue of their very architecture.</p> <p>Join us on this educational roundtable webcast and find out how your organization can benefit by moving your contact center into the cloud.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: May 19, 2021	<p>Smart Field Service Management Strategies for 2021</p> <p>The field service market is estimated to hit \$1.6 billion in 2020. Sending technicians into the field is an expensive proposition; field service reps have to be well-trained, have good customer service skills, and have the technology and tools to keep them on track and on time.</p> <p>Customers need to be able to schedule appointments online, at a convenient time for them and be kept in the loop when bad weather, traffic, or other realities prevent the technician from arriving on time.</p> <p>Fortunately, many solutions and best practices can systematically improve the odds that field service calls will be punctual, technicians will be well-equipped with spare parts and the necessary skills, and customers will be satisfied.</p> <p>Join our panel of experts on this roundtable webcast and find out how to build a world-class field service organization.</p> <p>November/December Best Practices Issue</p>

Continued on next page >>

2021 ROUNDTABLE TOPICS

JUNE

Roundtable Date: June 2, 2021	<p>Speech Analytics and AI: A Game Changer for CX</p> <p>The combination of speech analytics and artificial intelligence (AI) is a powerful tool for understanding what customers are communicating and how to address their intent, even in real time. That's a game changer. Natural language processing and understanding technologies can be extended one step further to include quality management and agent coaching, even while the customer is still on the phone.</p> <p>Self-reported surveys certainly provide useful information, but speech analytics and AI can provide a much more accurate picture of what customers are communicating because the technologies are working with all the information, not just a sample of the whole.</p> <p>Join our panel of experts on this roundtable webcast and learn what can be accomplished when speech analytics and AI are the drivers of customer experience.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: June 16, 2021	<p>Analytics and Business Intelligence Solutions for Challenging Times</p> <p>2021 will be a year of rapid change, a departure from the pre-pandemic world, and the establishment of a "new normal" way of doing business. Many industries will scramble to survive, and others will benefit from the sudden shift in the economy and consumer demand, but the economy will not return to business as usual.</p> <p>Business intelligence (BI) solutions collect and analyze current, actionable data to provide insights into improving business operations. Business analytics (BA) tools also analyze historical data and predict business trends, which can help you stay prepared even in times of great uncertainty.</p> <p>Join our experts on this roundtable webcast and learn how BA and BI can help you make intelligent, data-driven decisions that will keep your organization ready for the next new normal stage in the post-pandemic economy.</p> <p>September Best Practices Issue</p>

Roundtable Date: June 30, 2021	<p>Sales and Marketing Tools That Drive B2B Quota Achievement</p> <p>Are you looking for technology tools to supercharge your B2B salesforce and create better alignment between your marketing team and your frontline sales team? This roundtable webcast will highlight tools that are focused on delivering actionable leads and closing sales in a B2B environment.</p> <p>Our experts will discuss a wide range of sales and marketing tools for closing deals, including solutions for AI sales assistants, sales enablement, contract management, e-signatures, partner management, quote management, sales acceleration, sales analytics, sales gamification, and sales intelligence.</p> <p>This roundtable webcast will offer practical tips for filling your sales pipeline, targeting high-probability opportunities, and shortening sales cycles. If your B2B sales and marketing teams work hand in hand to close deals in the real world, you should attend this web event.</p> <p>January/February Best Practices Issue</p>
---	---

Continued on next page >>

2021 ROUNDTABLE TOPICS

JULY		AUGUST	
Roundtable Date: July 14, 2021	<p>Transformational CX – Designing Experiences That Wow Customers</p> <p>It seems that every survey of business leaders cites customer experience (CX) as a crucial stated goal for their organization. But how does a company deliver CX that differentiates them from their competitors? What priorities should they focus on first? How do they truly transform their CX efforts in a way that customers notice and that leads to the business outcomes executives expect?</p> <p>The first step is to reimagine the CX process with the customer as the central constituent. This takes executive buy-in and a long-range vision that affects every aspect of the core business strategies and processes. Many newer business models have leap-frogged into the future because they were unencumbered by legacy systems and ways of doing business. They proved new strategies and models could produce extreme success.</p> <p>Join our panel of customer experience experts and find out how you can help transform your organization's CX efforts in a way that wows customers and delivers tangible results.</p> <p>November/December Best Practices Issue</p>	Roundtable Date: August 11, 2021	<p>I Prefer Self-Service – Don't Make Me Talk to a CSR</p> <p>Does your company inadvertently add to their operational costs by encouraging customers to call your contact center? Let's face it, with 75% of customers preferring to give self-service a try rather than talk to a customer service representative, you're at odds with delivering what customers desire while increasing your own costs. That's a lose-lose strategy.</p> <p>The landscape of solutions offering increasingly savvy self-service, via the web, mobile apps, and voice, has changed dramatically in the past few years. But delivering poor self-service that nudges customers willing to try serving themselves to the phone channel is a failure from both perspectives.</p> <p>Join our panel of experts and learn what you can do to satisfy your customers by catering to their preferences—and save yourself some money in the process.</p> <p>November/December Best Practices Issue</p>
Roundtable Date: July 28, 2021	<p>Master Data Management – A Single View of the Truth</p> <p>Data collection is probably the most straightforward aspect of a data-driven business strategy, but combining many databases into an up-to-date, single view of your customers is a challenging undertaking.</p> <p>Master data management (MDM) links all the critical business data of an enterprise to a single reference point. It reduces errors and helps pave the way for artificial intelligence and other technologies expected to dominate business applications in the 2020s.</p> <p>Join this educational roundtable webcast and learn from our panel of experts how to create a master data management system, best practices, and the benefits that will accrue in the decade to come.</p> <p>January/February Best Practices Issue</p>	Roundtable Date: August 25, 2021	<p>Customer Experience Management for Driving B2C Growth</p> <p>Customer experience management (CEM) platforms will be a crucial growth driver of the business-to-consumer (B2C) sector in the next decade. The market for CEM solutions is estimated to grow 18% annually through 2027, with eventual sales hitting \$27 billion. This market is hot right now for a reason.</p> <p>Large consumer B2C companies need data-centric, artificial intelligence-enhanced solutions to drive efficiencies for, and interactions with, their customers.</p> <p>If your company is considering a CEM strategy to propel future growth, plan on attending this roundtable webcast. Our panel of experts will outline the benefits of CEM and the results achieved with well-planned implementations.</p> <p>March Best Practices Issue</p>

Continued on next page >>

2021 ROUNDTABLE TOPICS

SEPTEMBER

Roundtable Date: September 1, 2021	<p>Designing a Customer Engagement Center</p> <p>The evolution from call center to contact center to customer engagement center (CEC) reflects an evolving vision for an organization's central customer-facing entity, a vision that centers on delivering consistent, high-quality customer experiences (CX).</p> <p>A well-designed CEC will provide highly personalized customer communications from every current and future channel for interacting with customers. It emphasizes a single view of the customer, which includes their previous history, intent, sentiments, and even proactively anticipating their needs. The improvements in CX will drive all of the positive drivers' organizations' desires and improve operational efficiencies for the customer service organization that CEOs love.</p> <p>Join our expert panel and find out how to design a customer engagement center to maximize business outcomes and intelligently leverage the new crop of AI-assisted solutions, which will only increase in the next decade.</p> <p>April Best Practices Issue</p>
Roundtable Date: September 15, 2021	<p>Creating a Customer-First Organization: Technology and People</p> <p>What does creating a customer-first organization really mean? Fundamentally, it means viewing all aspects of the sales journey first from your customers' perspective, and then from your company's.</p> <p>It could take the form of a liberal return policy with free shipping from an online shoe store, which helps customers overcome their reluctance to buy shoes online. That willingness to put customers first can increase sales and profits significantly beyond the cost of shifting risk from customers to the company. Does incurring extra costs make good business sense? Ask Zappos.</p> <p>A well-implemented customer-first strategy will keep your customers happy and have a positive long-term impact on your profits.</p> <p>Join our panel of experts and find out how your company can benefit from putting customers at the center of all your decision making.</p> <p>April Best Practices Issue</p>
Roundtable Date: September 29, 2021	<p>The State of Knowledge Management in an AI World</p> <p>Traditional knowledge management (KM) focuses on creating content, storing it, indexing it, and retrieving it to answer relevant questions. Subject matter experts create and curate content and revise it when necessary. Artificial intelligence (AI) and related technologies promise to automate this process and deliver a perfect answer to specific questions.</p> <p>Join our panel of experts and find out if AI can leverage previous investments in KM and how your organization should make the transition from traditional KM to the next incarnation that harnesses the power of AI.</p> <p>May Best Practices Issue</p>

OCTOBER

Roundtable Date: October 13, 2021	<p>Conversational AI: The Future of Customer Service?</p> <p>There is no doubt that conversational artificial intelligence (AI) has the potential to deliver far more personalized customer service at lower cost by combining historical data and natural language processing that continuously learns from interactions. The impact on customer loyalty and retention is enormous.</p> <p>Conversational AI can not only identify and resolve service issues quickly and efficiently, but also track customer actions and glean sentiment data to identify customers who are at high risk of leaving. This allows organizations to optimize next-best-action strategies and personalize the end-to-end customer experience.</p> <p>Join our panel of experts and find out what is possible with conversational AI today and how this technology will be used to transform customer service.</p> <p>May Best Practices Issue</p>
Roundtable Date: October 27, 2021	<p>Linking Employee and Customer Experience: Workforce Engagement Management</p> <p>In 2021, most large organizations have prioritized improving their customer experience (CX) metrics to distinguish their business and successfully compete in their markets. What is overlooked in many scenarios? The role employees have in making this top priority a reality.</p> <p>The impact employees have on CX is undeniable. Engaged, well-trained employees are more likely to deliver excellent experiences, even in the face of difficult interactions. Engaged employees are more productive, get more value from the tools they use, and leave less often.</p> <p>How do you engage your workforce? Join our panel of experts and learn from their recommendations and experiences.</p> <p>January/February Best Practices Issue</p>

2021 ROUNDTABLE TOPICS

NOVEMBER

Roundtable Date: November 3, 2021	<p>2021 Contact Center Innovations – Successful Case Study Snapshots</p> <p>What were the most significant innovations in contact centers in 2021?</p> <p>On this unique roundtable webcast, we will ask our panel of industry experts to give concrete examples, quick case studies, of actual implementations they have delivered in 2021, measured with success metrics. We will look at return-on-investment numbers, big returns on key performance indicators, and examples of significant digital transformation they've achieved.</p> <p>If you are looking to encourage executive buy-in for your strategic contact center transformation, this roundtable webcast will highlight real-world results to help you build a strong business case of your own.</p> <p>[Sponsors will present case study examples.]</p> <p>June Best Practices Issue</p>
Roundtable Date: November 17, 2021	<p>Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships</p> <p>Personalization is an extremely powerful concept that can strengthen the bond between customer and brand if carried out correctly. Data and technology are the key tools for weaving relevant information into customer communications.</p> <p>In this roundtable webcast, we will focus on how to accomplish personalization at scale, best practices to drive successful personalization strategies, the quick wins you can expect, and the long-term effects generated from a personalization strategy.</p> <p>Learn how to deliver relevant personal experiences from our panel of experts.</p> <p>June Best Practices Issue</p>

DECEMBER

Roundtable Date: December 1, 2021	<p>Customer Service in a Smartphone World</p> <p>Sixty percent of U.S. households do not have a landline, just a smartphone. In a nation of 330 million people, there are 276 million smartphones. Is it time to transition to a mobile-first customer service strategy?</p> <p>With smartphones, users can access all the service channels—voice, chat, apps, even video—on one device. The challenge for many organizations is to redirect their customer support efforts to leverage this undeniable device preference among the majority of consumers.</p> <p>If you are grappling with how to make the transition to a mobile-first customer strategy, join our panel of experts and learn how to take full advantage of the device in everyone's hands.</p> <p>March Best Practices Issue</p>
Roundtable Date: December 15, 2021	<p>C-Level Leadership: Who Owns Customer Experience?</p> <p>With the vast number of tools, data sources, and stakeholders involved in the strategic success of Customer Experience success (CX), what role do the C-Level executives play in tying together all the elements that tie it all together? Clearly, the CTO has to make it happen from a technology perspective, but who is the driving the bus, or taking are CTOs fielding an endless stream of disjointed requests?</p> <p>Join us on this unique webcast topic and learn how organizations balance the decision making process between C-Level Service, Marketing, Sales, and IT leadership. How do these possible competing viewpoints reconcile basic questions that have to be addressed for the grand vision to be achieved?</p> <p>June Best Practices Issue</p>