# 2024 BEST PRACTICES & ROUNDTABLE SCHEDULE

| JANUARY | | |
|---|---|---|
| Roundtable Webcast | 1/17/24 | 2024 CX Megatrends to Watch: Expert Predictions |
| Roundtable Webcast | 1/31/24 | Managing a Remote Contact Center |
| Best Practices Download | Copy Due **1/5/24** | **2024 CX Megatrends to Watch: Expert Predictions** |
| Best Practices Download | Copy Due **1/5/24** | **Nurturing Agent Experience in an AI Environment** |
| **FEBRUARY** | | |
| Roundtable Webcast | 2/14/24 | How to Improve Your E-Commerce Customer Experience |
| Roundtable Webcast | 2/28/24 | Navigating the World of Smart Customer Service |
| Best Practices Download | Copy Due **1/25/24** | **Conversational Customer Service: Convenience Everywhere** |
| Best Practices Download | Copy Due **1/25/24** | **CDPs: Boosting Service, Marketing, & Sales** |
| **MARCH** | | |
| Roundtable Webcast | 3/6/24 | Built to Last: CX Strategies for the Long Haul |
| Roundtable Webcast | 3/20/24 | Nurturing Agent Experience in an AI Environment |
| Best Practices Download | Copy Due **2/25/24** | **Digital-First Customer Service in a Human World** |
| Best Practices Download | Copy Due **2/25/24** | **Contact Center Transformation with AI and Automation** |
| **APRIL** | | |
| Roundtable Webcast | 4/3/24 | AI's Role in Modern Customer Support Centers |
| Roundtable Webcast | 4/17/24 | Digital-First Customer Service in a Human World |
| Best Practices Print & Download | Copy Due **3/5/24** | **Built to Last: CX Strategies for the Long Haul** |
| Best Practices Print & Download | Copy Due **3/5/24** | **Workforce Engagement Management for Empowered Agents** |
| **MAY** | | |
| Roundtable Webcast | 5/1/24 | Workforce Engagement Management for Empowered Agents |
| Roundtable Webcast | 5/15/24 | Managing Security and Compliance Issues in the Contact Center |
| Roundtable Webcast | 5/29/24 | CDPs: Boosting Service, Marketing, & Sales |
| Best Practices Download | Copy Due **4/25/24** | **Harnessing AI in Modern Customer Engagement Centers** |
| Best Practices Download | Copy Due **4/25/24** | **How AI Can Unlock the Voice of the Customer** |
| **JUNE** | | |
| Roundtable Webcast | 6/12/24 | Contact Center Transformation with AI and Automation |
| Roundtable Webcast | 6/26/24 | How AI-Assisted Self-Service Can Transform Your CX |
| Best Practices Download | Copy Due **5/25/24** | **Managing a Remote Contact Center** |
| Best Practices Download | Copy Due **5/25/24** | **Elevate Customer Experiences with Hyper-Personalization** |

Updated 10/30/2023

# 2024 BEST PRACTICES & ROUNDTABLE **SCHEDULE**

| JULY | | |
|---|---|---|
| Roundtable Webcast | 7/10/24 | How AI Can Unlock the Voice of the Customer |
| Roundtable Webcast | 7/24/24 | Customer Experience Management: Real-World Solutions |
| Best Practices Download | Copy Due 6/25/24 | **Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement** |
| Best Practices Download | Copy Due 6/25/24 | **Navigating the World of Smart Customer Service** |
| AUGUST | | |
| Roundtable Webcast | 8/7/24 | Drive Revenue with Omnichannel Integration |
| Roundtable Webcast | 8/21/24 | Elevate Customer Experiences with Hyper-Personalization |
| Best Practices Download | Copy Due 7/25/24 | **AI's Role in Modern Customer Support Centers** |
| Best Practices Download | Copy Due 7/25/24 | **Drive Revenue with Omnichannel Integration** |
| SEPTEMBER | | |
| Roundtable Webcast | 9/11/24 | Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement |
| Roundtable Webcast | 9/25/24 | Call Center Analytics for Better Customer Experiences |
| Best Practices Print & Download | Copy Due 8/5/24 | **Managing Security and Compliance Issues in the Contact Center** |
| Best Practices Print & Download | Copy Due 8/5/24 | **Customer Experience Management: Real-World Solutions** |
| OCTOBER | | |
| Roundtable Webcast | 10/2/24 | Conversational Customer Service: Convenience Everywhere |
| Roundtable Webcast | 10/16/24 | Leveraging Omnichannel Customer Engagement to Stay Connected |
| Best Practices Download | Copy Due 9/25/24 | **AI & Knowledge Management for Customers and Agents** |
| Best Practices Download | Copy Due 9/25/24 | **How AI-Assisted Self-Service Can Transform Your CX** |
| NOVEMBER | | |
| Roundtable Webcast | 11/6/24 | Harnessing AI in Modern Customer Engagement Centers |
| Roundtable Webcast | 11/20/24 | AI & Knowledge Management for Customers and Agents |
| Best Practices Download | Copy Due 10/25/24 | **Leveraging Omnichannel Customer Engagement to Stay Connected** |
| Best Practices Download | Copy Due 10/25/24 | **Call Center Analytics for Better Customer Experiences** |
| DECEMBER | | |
| Roundtable Webcast | 12/4/24 | 2024 Contact Center Success Stories: What Went Right! |
| Best Practices Download | Copy Due 11/25/24 | **2024 Contact Center Success Stories: What Went Right!** |
| Best Practices Download | Copy Due 11/25/24 | **How to Improve Your E-Commerce Customer Experience** |

# 2024 **BEST PRACTICES** DEEP DIVES

## JANUARY

Copy Due: **1/05/24**

### ➜ 2024 CX Megatrends to Watch: Expert Predictions

In the ever-transforming realm of CX, it's the insights from industry luminaries that guide the way forward. As we anticipate the pivotal trends of 2024, we seek seasoned professionals to shed light on these developments for our readership.

Provide your perspectives on cutting-edge innovations, strategic breakthroughs, and the prospective direction of customer experience. By sharing your expertise, you stand alongside fellow visionaries in our forthcoming installment, **2024 CX Megatrends to Watch** Best Practices!

**Live Roundtable Webcast:** January 17, 2024

### ➜ Nurturing Agent Experience in an AI Environment

In the midst of AI's ascent in the customer service sphere, this dilemma emerges: How can contact center leaders harmonize human acumen with the capabilities of AI, especially when faced with issues like high agent turnover, waning job satisfaction, and disjointed workflows?

We're reaching out to industry visionaries to share their expertise on this transformative journey. Delve into the nuances of balancing agent autonomy with AI-driven efficiency, gauging performance metrics, and prioritizing agents' emotional well-being. Your actionable insights have the potential to redefine the standards of agent experience in this AI-driven era.

Lend your expertise to our installment, **Nurturing Agent Experience in an AI Environment** Best Practices!

**Live Roundtable Webcast:** March 20, 2024

## FEBRUARY

Copy Due: **1/25/24**

### ➜ CDPs: Boosting Service, Marketing, & Sales

The art of comprehending your customer has transitioned from being a mere advantage to an absolute imperative. Customer data platforms (CDPs) emerge as a cornerstone in this transformation, streamlining varied data, formulating holistic customer profiles, and empowering enterprises to preemptively address customer needs across every interaction.

We invite thought leaders to impart their wisdom on the transformative potential of CDPs in elevating customer experience (CX). Share insights on its practical implementations, from reinforcing privacy measures to orchestrating precise marketing initiatives. Lend your expertise to our installment, **CDPs: Boosting Service, Marketing, & Sales** Best Practices!

**Live Roundtable Webcast:** May 29, 2024

### ➜ Conversational Customer Service: Convenience Everywhere

In today's fast-evolving engagement landscape, technologies like AI, chatbots, and real-time messaging are revolutionizing customer service. These tools not only provide continuous support but also ensure quick, efficient responses, boosting loyalty and reducing costs.

As the industry shifts, expert insights and best practices are in high demand. We invite industry leaders to share their knowledge, highlighting the transformative effects of conversational approaches across sectors such as retail, healthcare, and finance. Contribute to our edition, **Conversational Customer Service: Convenience Everywhere** Best Practices!

**Live Roundtable Webcast:** October 2, 2024

> " *Your publication is **a great source of what is happening within the CX and contact center industry**. I have used your white papers and articles to get funding or change the mindset within our organization.*"
> RTS OPERATIONS (CONTACT CENTER) DIRECTOR
> **BAXTER INTERNATIONAL**

# 2024 **BEST PRACTICES** DEEP DIVES *(continued)*

| MARCH | APRIL (Print Issue) |
|---|---|
| Copy Due: 2/25/24 | Copy Due: 3/5/24 |

## ➡ Digital-First Customer Service: Humanizing Digital Interactions

In today's digital era, embracing a customer service approach that goes beyond technology to truly prioritize human interaction is crucial. Digital touchpoints, from apps to live chats, offer insights into customer behaviors, enabling tailored experiences. This strategy is about personalization, scalability, and meeting today's demand for fast, seamless service.

We invite industry leaders to highlight this evolution. Share your expertise on perfecting digital-first engagement and ensuring each interaction feels genuinely human. Contribute to **Digital-First Customer Service: Humanizing Digital Interactions** Best Practices!

**Live Roundtable Webcast:** April 17, 2024

## ➡ Contact Center Transformation with AI and Automation

The future of customer service is unfolding now, spearheaded by the rapid advancements in AI and automation. As the contact center teeters on the edge of this groundbreaking evolution, the benefits are twofold: remarkable cost-efficiency, with AI slated to save an estimated $80 billion by 2026, and unparalleled, enriched experiences for both customers and employees. By automating routine tasks, agents can channel their efforts into fostering authentic human connections, while customers enjoy streamlined, intuitive interactions.

This transformative wave is reshaping the industry, and we're seeking insights from those leading the change. We invite industry experts to enrich our audience's perspective and contribute to **Contact Center Transformation with AI and Automation** Best Practices!

**Live Roundtable Webcast:** June 12, 2024

## ➡ Built to Last: CX Strategies for the Long Haul

In today's competitive landscape, a staggering 66% of consumers value experience over price, spotlighting the imperative for a steadfast commitment to exceptional customer experiences as a linchpin for sustained organizational growth.

We're reaching out to recognized experts: Share your knowledge on sculpting and maintaining a resilient CX strategy. Your insights on ensuring technology investments align with long-term CX visions and crafting interactions that resonate with customers are invaluable. Contribute to our Best Practices Series, **Built to Last: CX Strategies for the Long Haul**, and guide our readership on the path to enduring success.

**Live Roundtable Webcast:** 3/6/2024

## ➡ Workforce Engagement Management for Empowered Agents

Providing agents with the right resources—ongoing learning, flexible scheduling, relief from monotony, and easy data access—is pivotal for their effectiveness and, subsequently, outstanding customer experience (CX). The adoption of workforce engagement management (WEM) can be instrumental in this regard, irrespective of an agent's work setup: remote, hybrid, or on-site. Furthermore, leveraging AI can amplify task efficiency, heighten productivity, and elevate the entire employee journey.

We call on industry experts to delve into maximizing agent potential through WEM and the transformative influence of AI. Contribute to our **Workforce Engagement Management for Empowered Agents** Best Practices edition!

**Live Roundtable Webcast:** May 1, 2024

> CRM *magazine produces **a wide variety** of content that has **a real depth in subject matter**."*
> DIRECTOR, CUSTOMER EXPERIENCE
> **UDR**

## MAY

**Copy Due: 4/25/24**

### ➡ Harnessing AI in Modern Customer Engagement Centers

In today's fast-paced digital landscape, staying updated is crucial, with AI leading the charge. We're reaching out to experts to discuss the real-world impacts and practical strategies for integrating AI into customer engagement centers. Explore how AI refines various aspects of customer engagement, from task automation to delivering real-time, personalized solutions.

We welcome insights on balancing automation with human touch and emerging AI technologies that promise to transform customer interactions. Contribute to this edition, **Harnessing AI in Modern Customer Engagement Centers** Best Practices!

**Live Roundtable Webcast:** November 6, 2024

### ➡ How AI Can Unlock the Voice of the Customer

The rapidly evolving landscape of Voice of the Customer (VoC) offers many opportunities and challenges. As vast customer feedback datasets emerge, traditional methods are being overshadowed. However, with AI tools like machine learning and natural language processing, there's an exciting opportunity to reshape the VoC analysis, from churn forecasting to sentiment analysis.

You, with your unique knowledge, experiences, and expertise, are perfectly poised to guide and inform on this transformative journey. We invite you to share your insights and actionable strategies that are changing the game in customer experience. Join us and contribute to our edition, **How AI Can Unlock the Voice of the Custome**r Best Practices!

**Live Roundtable Webcast:** July 10, 2024

## JUNE

**Copy Due: 5/25/24**

### ➡ Managing a Remote Contact Center

The adoption of remote work has reshaped the contact center landscape, ushered in by technology advancements and changing workplace norms. While the benefits of a remote workforce, such as tapping into a broader talent pool in an industry with notable turnover, are evident, remote work introduces challenges in agent engagement and upholding service quality.

We invite industry experts to share their strategies and experiences in navigating this new terrain. Delve into the nuances of technology solutions for agent training, quality assurance, and workforce management. Offer insights on fostering agent satisfaction and ensuring teams are equipped to deliver top-tier customer service. Contribute to our edition, **Managing a Remote Contact Center** Best Practices!

**Live Roundtable Webcast:** January 31, 2024

### ➡ Elevate Customer Experiences with Hyper-Personalization

Deepening customer engagement requires more than traditional strategies; it demands a hyper-personalized approach that fosters lasting, meaningful relationships. By harnessing the power of AI-driven analytics, businesses can offer tailor-made product recommendations and predictive services, taking personalization to new heights and securing enduring customer loyalty.

We're reaching out to industry experts with a call to share their knowledge on this pivotal shift. Enlighten our audience on the profound impact of hyper-personalization, highlighting its role in not only driving sales but also in building strong emotional connections. Share your insights in our edition on **Elevate Customer Experiences with Hyper-Personalization** Best Practices!

**Live Roundtable Webcast:** August 21, 2024

> Great source of information that **I use to stay current with new tech** and my general scope of CX knowledge."
> TREASURY ASSOCIATE
> **WELLS FARGO**

# 2024 **BEST PRACTICES** DEEP DIVES *(continued)*

| JULY | AUGUST |
|---|---|
| Copy Due: **6/25/24** | Copy Due: **Copy Due 7/25/24** |

### Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement

The transformative potential of AI-driven chatbots and virtual assistants is revolutionizing customer service. As generative AI paves the way for unprecedented customer experiences, an impressive 88% of business leaders have recognized the positive paradigm shift in customer perceptions of AI and automation.

From basic, rules-based bots to sophisticated, conversational agents, the evolution is palpable. The advancements signal a future where human-like interactions become the norm, not the exception.

As a valued industry expert, we invite you to share your profound insights and experiences, guiding our readers through this transformative journey. Lend your expertise to our edition, **Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement** Best Practices!

**Live Roundtable Webcast:** September 11, 2024

### Navigating the World of Smart Customer Service

As smart customer service systems continue their rapid ascent, the landscape is rife with opportunities and challenges. As technology evolves and customer expectations shift, there's a pressing need for seasoned insights to navigate this transformative era.

We invite you, a recognized expert in the field, to delve deeper, offering a comprehensive view of emerging technologies, methodologies, and best practices. Your invaluable expertise can provide direction and clarity to our informed audience, shaping the discourse and setting benchmarks in an ever-evolving domain.

Share your insights and be the beacon of knowledge as we explore the current map of solutions and trends in this installment, **Navigating the World of Smart Customer Service**, in our Best Practices series.

**Live Roundtable Webcast:** February 28, 2024

### AI's Role in Modern Customer Support Centers

The future landscape of customer support centers is being reshaped by AI's burgeoning influence. With AI investments eclipsing $10 billion in Q1 2023, the imperative to adapt has never been more compelling.

We seek insights from recognized experts like you to elucidate this transformation. Share your knowledge on how AI acts not as a replacement, but as an augmenter, of human capabilities. Provide strategies on harnessing AI-driven tools that refine response times, minimize errors, and amplify operational efficiency.

Join the discussion and share your wisdom in our edition, **AI's Role in Modern Customer Support Centers** Best Practices!

**Live Roundtable Webcast:** April 3, 2024

### Drive Revenue with Omnichannel Integration

The integration of sales, marketing, and service strategies, when executed seamlessly, holds the power to reshape a company's revenue potential. A unified omnichannel strategy not only aligns with crucial business metrics but also provides tangible insights, enhancing customer loyalty and revenue growth.

We invite recognized experts like you to delve into this paradigm shift. Share your insights backed by empirical data, illustrating the positive impact of integrated omnichannel strategies on ROI and customer loyalty. Provide comprehensive insights that businesses are seeking to navigate this complex landscape. Lend your wisdom to our edition, **Drive Revenue with Omnichannel Integration** Best Practices!

**Live Roundtable Webcast:** August 7, 2024

> *You do a great job of **organizing events and putting out content** for those who are concerned with providing the best customer experience possible for their customers."*
> CUSTOMER RELATIONS MANAGER
> **SAFE RETRIEVE, LLC**

# 2024 **BEST PRACTICES** DEEP DIVES *(continued)*

## SEPTEMBER (Print Issue)

Copy Due: 8/5/24

### ➡ Managing Security and Compliance Issues in the Contact Center

In the face of rising security threats, such as phishing and account takeovers, contact centers grapple with ensuring robust security measures. Meeting compliance standards is not just the best practice, but is vital to avoid hefty penalties. In such a landscape, understanding and implementing the best defense strategies are paramount.

We're calling on industry experts to share insights, illuminating our readers on best practices for safeguarding contact centers. Share your real-world experiences and strategies to foster a secure environment for contact centers. Contribute your knowledge to our current installment, **Managing Security and Compliance Issues in the Contact Center** Best Practices!

**Live Roundtable Webcast:** May 15, 2024

### ➡ Customer Experience Management: Real-World Solutions

In an environment marked by escalating customer demands, mastery in customer experience management has emerged as a defining factor for businesses. With the global CXM market valuation at an impressive $10.65 billion in 2022 with an anticipated growth at 15.4% annually until 2030, the emphasis on top-notch CXM is undeniable.

We invite recognized industry experts to share their knowledge on this crucial topic. Share insights on tangible strategies for elevating customer experiences in real-world settings. Explore nuances such as securing a competitive edge, nurturing loyalty, and accurately gauging CXM impacts. Lend your wisdom to our installment, **Customer Experience Management: Real-World Solutions** Best Practices!

**Live Roundtable Webcast:** July 24. 2024

## OCTOBER

Copy Due: 9/25/24

### ➡ AI & Knowledge Management for Customers and Agents

In the era of rapid technological evolution, AI and knowledge management stand at the forefront, revolutionizing both customer and agent interactions. Harness AI to sift through extensive data, streamlining client engagement and enhancing communication quality.

We invite recognized experts to discuss AI's pivotal role in shaping content strategies and extracting actionable business insights. Delve into AI's capacity to refine knowledge creation, foster effective exchanges, and adapt dynamically to customer feedback. Share your insights in our edition, **AI & Knowledge Management for Customers and Agents** Best Practices!

**Live Roundtable Webcast:** November 20, 2024

### ➡ How AI-Assisted Self-Service Can Transform Your CX

In the ever-evolving landscape of customer service, intelligent automation emerges as more than a trend—it's essential. With a notable 69% of consumers taking charge of their issues, AI-assisted solutions are key to catering to this self-service paradigm, streamlining operations in the process. Such platforms enable effortless subscription renewals, prompt purchases, and efficient problem-solving, all without immediate human intervention.

We invite solution providers to share their insights on this transformative shift. Share your knowledge and experiences, highlighting the value of AI in self-service domains. Contribute to our edition, **How AI-Assisted Self-Service Can Transform Your CX** Best Practices!

**Live Roundtable Webcast:** June 26, 2024

> Informative **webinars** with quality speakers. Keeps me informed of the tech trends in customer engagement. Extremely useful for our business."
> **TECHNICAL ARCHITECT DIRECTOR**
> **SALESFORCE**

Updated 10/30/2023

# 2024 **BEST PRACTICES** DEEP DIVES *(continued)*

| NOVEMBER |
|---|
| Copy Due: **10/25/24** |

## ➦ Leveraging Omnichannel Customer Engagement to Stay Connected

In today's digital era, an omnichannel approach isn't just an option—it's essential for establishing and maintaining strong customer connections. The power of a seamless, integrated digital journey ensures businesses meet their customers precisely where they are, building lasting relationships.

We invite industry experts to share their insights: How do you craft consistent, integrated customer experiences across varied channels? Your expertise can shape the conversation and guide our readers to excel in omnichannel engagement. Contribute to our Best Practices installment, **Leveraging Omnichannel Customer Engagement to Stay Connected**, and impact our audience with your knowledge.

**Live Roundtable Webcast:** October 16, 2024

## ➦ Call Center Analytics for Better Customer Experiences

Understanding and optimizing call center analytics is a journey that many are undertaking, but few truly master. With the range of analytics from speech to predictive, the depth and breadth of actionable insights available are unparalleled.

Experts like you, with a wealth of experience and strategies, are essential in guiding this evolving narrative. We invite you to contribute to our latest Best Practices installment, **Call Center Analytics for Better Customer Experiences**. Illuminate our readership with your deep knowledge and practical expertise.

**Live Roundtable Webcast:** September 25, 2024

| DECEMBER |
|---|
| Copy Due: **11/25/24** |

## ➦ 2024 Contact Center Success Stories: What Went Right!

The contact center industry is in constant flux, with innovations and novel service approaches driving change. Amidst this evolution, some strategies shine brighter than others, showcasing tangible impacts on performance metrics and delivering impressive ROI.

You, as an industry expert, have a unique vantage point on these success stories. We're seeking your firsthand insights and case studies that underscore the most effective strategies and their results. By contributing to our final Best Practices of the year, **2024 Contact Center Success Stories: What Went Right!**, you can guide our readers on what truly works in this rapidly changing technology landscape.

**Live Roundtable Webcast:** December 4, 2024

## ➦ How to Improve Your E-Commerce Customer Experience

In the dynamic e-commerce landscape, setting superior standards is crucial. We invite industry experts to impart their wisdom, navigating our readership through the nuances of refining e-commerce customer experiences.

Share insights spanning from user interface designs to conversion methodologies. Play a pivotal role in informing our community of decision makers by contributing to our edition, **How to Improve Your E-Commerce Customer Experience** Best Practices!

**Live Roundtable Webcast:** February 14, 2024

> **"**
> CRM *publishes **great case studies** that I can apply to my business."*
> DIRECTOR OF CUSTOMER SUPPORT
> **IMAGE OWL**

Updated 10/30/2023