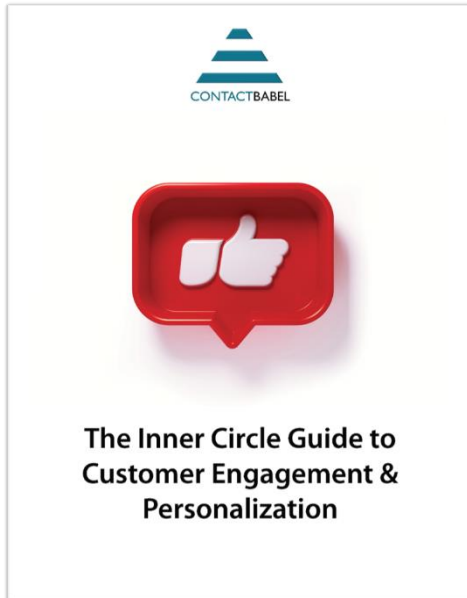




# The Inner Circle Guide to Customer Engagement & Personalization



The contact center and website are now the main customer touchpoints for many businesses. CX leaders are looking at ways to extend the positive reach of the brand beyond the original marketing messages, keeping customers positively engaged and turning them into profitable long-term advocates.

This report advises businesses looking to improve their customer engagement and loyalty through personalization strategies and techniques, hard data and technology solutions.

“The Inner Circle Guide to Customer Engagement & Personalization” draws on surveys with hundreds of contact centers and thousands of consumers, providing unrivalled insight for organizations which want to understand how to engage their customers effectively and deliver personalized service that goes beyond what their competitors can offer.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact center size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 12 months**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses ask about customer personalization and engagement
- Receiving both **US and UK own-brand versions of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in these solutions.

**The report will be launched on May 28<sup>th</sup> 2024, with sponsors’ artwork & copy due on May 22<sup>nd</sup>.**



The report provides the hard data and actionable insights that businesses need to make decisions. Areas covered include:

### The Building Blocks of Personalization & Customer Engagement

- What Needs To Be In Place To Carry Out Effective Personalization
- Customer Personalization’s Importance to Contact Center Strategy
- The Measurable Benefits of Personalization, Tangible Benefits and ROI
- Interaction Analytics: Intent, Sentiment, Predictions
- The Single View of the Customer
- Cloud’s Role in Customer Personalization
- Customer Engagement and the Moment of Truth
- Building Customer Segments and Personas
- Channels of Choice – High Emotion, Urgent and Complex Interactions
- Personalizing Voice and Digital Channels Without Doubling Cost and Effort

### The Role of the Agent

- AI-Enabled Agent Assistance
- The IVR Experience and Customer Engagement
- Customer Effort: Improving the IVR Experience
- Interaction Routing and Customer Personalization
- Scripting and Managing the Call
- Helping the Agent to Help the Customer
- Video and Personalization
- Empathy and Emotional Intelligence

### The Role of Self-Service & Automation

- Web Self-Service & Virtual Agents / Chatbots
- Escalating from Web Self-Service to Live Telephony
- Personalizing Service for New Customers
- Personalizing the Website
- Personalizing The Mobile Customer
- Proactive Customer Engagement
- Success Factors and Pitfalls for Personalization

## COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 12 months (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
<b>Cost</b>	<b>\$650</b>	<b>\$2,000</b>	<b>\$3,750</b>	<b>\$4,950</b>



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