

Thought Leadership Series

CX trends and best practices to
guide mission critical decisions

Q1/Q2 2022



CX trends, learnings and innovations come in all shapes and sizes. Deliverables from our Thought Leadership Series are grouped into three tracks based on focus area, depth of content, and value to your business. These pieces provide insight to guide your CX strategy and help your organization emerge stronger than ever – all curated based on our unique understanding of how experience, tech and talent come together to transform experiences.

1 Industry Insights

What it is

Aggregated CX trends from syndicated research & Concentrix clients.

These topics tend to be broader and more strategic in nature.

Insights are used to help shape mid and long term CX strategy decisions.

Deliverables will include webinars, eBooks, research reports, etc.

2 Learning From Leaders

What it is

CX success stories and best practices from leading brands.

Topics will have a vertical or line of business orientation.

Insights will help you uncover new best practices that have been tested by your peers.

Deliverables will include webinars, case studies, etc.

3 Ideas & Innovations

What it is

Quick tips for elevating your CX strategies.

These topics are narrow and simple (i.e. – quick hits).

Insights will help you uncover new best practices & innovations that can be quickly deployed.

Deliverables will include videos, blogs, infographics, etc.

	Industry Insights	Learning from Leaders	Ideas & Innovations
January	Stop Wasting Money on Your Voice of the Customer Program	Maximizing Employee Potential in the Call Center	Tips for Building a Modern VOE Program
February	The State of CX Management CX Trends in Retail Banking	Reimagining Complaint Management in Banking	How to Use Multiple Listening Channels
March	Modernizing VOC for B2B/Commercial Business	Increasing Platform Engagement and Adoption	Measuring the ROI of VOC Programs Measuring the ROI of Banking VOC Programs
April	The Importance of Sustainability in the Eyes of Consumers	Transitioning from a Tech-Only VOC Solution	How VOC and Marketing Communications Live Together
May		Connecting Customer Signals across Digital & Care VOC Programs	Creating an Enterprise Sample Management Strategy
June	Forrester CX North America Presentation with Client Case Study	Investigating NPS Declines with Help from the Experts	VOC Tips for the Different Banking Sectors

**topics and dates subject to change*