**Keith Dawson**

**Director of Research, Customer Experience**

**Ventana Research, now part of ISG**

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**Short Bio Description:** Three decades of experience and leads the software research and advisory in the expertise of customer experience at ISG supporting the engagement and journey across contact centers, service, marketing and selling channels. ​

**Full Bio:**​Keith leads the Customer Experience (CX) expertise at Ventana Research, now part of ISG, covering applications and technology that facilitate engagement to optimize customer-facing processes across marketing, sales and Customer Relationship Management (CRM). His focus areas of coverage include agent management, contact center, customer experience management, field service, intelligent self-service and voice of the customer. Keith’s specialization is in natural language and speech tools with intelligent virtual assistants, multichannel routing and journey management, and a wide array of customer analytics. Keith’s experience spans over two decades as an industry analyst and as the editorial director of Call Center Magazine. There he pioneered coverage of cloud-based contact centers, speech recognition and processing, and the shift from voice to multichannel communications. He is a graduate of Amherst College.

**Summary:** Keith Dawson leads the software research and advisory in the Customer Experience (CX) expertise at Ventana Research, now part of ISG, covering applications that facilitate engagement to optimize customer-facing processes. His coverage areas include agent management, contact center, customer experience management, field service, intelligent self-service, voice of the customer and related software to support customer experiences.