|  | Keith Dawson  Director of Research,  Customer Experience,  ISG Software Research  E-Mail: keith.dawson@isg-one.com |
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| Signature Traits | Customer Experience Visionary. Contact Center Innovator. Speech & AI Specialist. |
| What he does  at ISG | Keith Dawson leads the Customer Experience (CX) expertise at ISG Software Research. He covers applications and technologies that optimize customer-facing processes across marketing, sales and service. His research helps enterprises understand and adopt solutions that enhance engagement across contact centers, service channels, and customer journeys. |
| Past achievements  for clients | Keith has specialized in operational and technological advances in customer communications, including speech technologies, intelligent virtual assistants, multichannel routing, and customer journey management. His expertise covers systems that are used to manage agents, optimize customer interactions and develop enterprise-wide customer experience strategies. Over the course of several decades, Keith has guided enterprises in building and monetizing customer engagement, as well as utilizing technology in ways that deliver measurable business value. |
| Career highlights | * 18 years as an industry analyst focused on customer engagement technologies. * Editorial Director of Call Center Magazine, where he pioneered coverage of cloud-based contact centers, speech recognition and processing, and the transition from voice to multichannel communications. * Recognized thought leader in customer analytics, intelligent self-service, and customer journey management. |
| Education & credentials | B.A., Amherst College |
| What you will appreciate working with him | Keith combines deep expertise in customer experience with a pioneering perspective on emerging technologies. His ability to translate complex trends in CX, speech, and AI into actionable insights helps organizations transform their customer engagement strategies. |