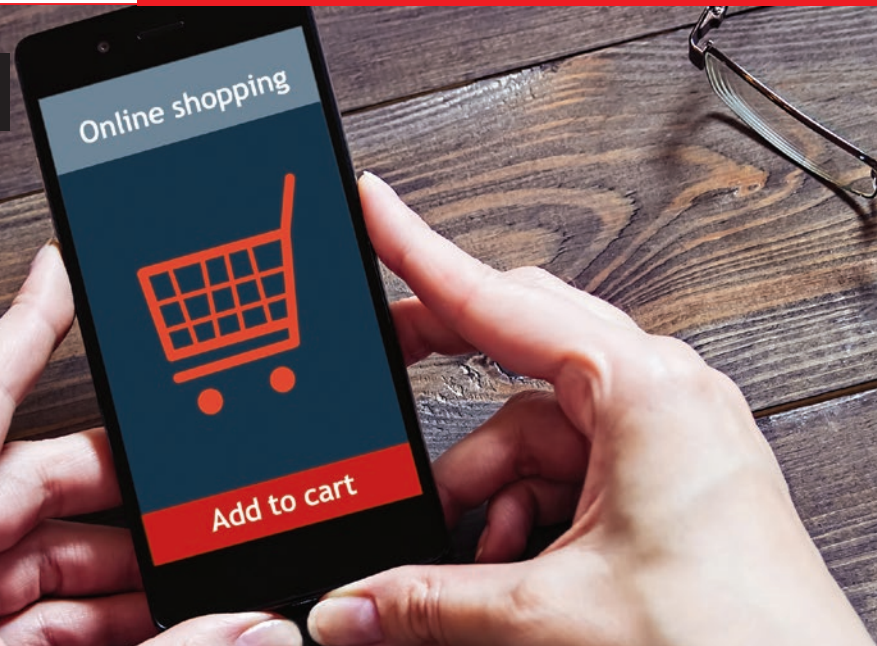


Best Practices



E-COMMERCE AND CRM INTEGRATIONS

If you are selling online, a strong e-commerce and CRM strategy is essential for driving online sales and all the other parts of your business that need to be connected and working in unison. The ability to collect data, see trends and buying patterns, analyze digital marketing efforts, and service customers is all possible with an e-commerce CRM integration.

This is your opportunity to speak directly to our readers with your Best Practices recommendations or real-world success stories for integrating e-commerce and CRM.

This month's Best Practices installment focuses on the benefits of integrating your online store with a CRM platform.

Roundtable Date: August 2, 2017

In CRM magazine's **September 2017 Issue**

Content Due: **July 25, 2017**

■ Also in September: 2017 CONTACT CENTER INNOVATIONS

2017 ROUNDTABLES

July 2017

SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

Roundtable Date: July 12, 2017

USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS

Roundtable Date: July 26, 2017

August 2017

THE INTERSECTION OF E-COMMERCE AND CRM

Roundtable Date: August 2, 2017

LEVERAGING SALESFORCE APPEXCHANGE FOR SALES & MARKETING

Roundtable Date: August 16, 2017

PREDICTIVE & PRESCRIPTIVE ANALYTICS

Roundtable Date: August 23, 2017

September 2017

PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS

Roundtable Date: September 13, 2017

WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS

Roundtable Date: September 27, 2017

October 2017

CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY

Roundtable Date: October 11, 2017

THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS

Roundtable Date: October 25, 2017

November 2017

BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS

Roundtable Date: November 1, 2017

CUSTOMERS PREFER SELF-SERVICE

Roundtable Date: November 15, 2017

December 2017

2017 CONTACT CENTER INNOVATIONS

Roundtable Date: December 6, 2017

MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI

Roundtable Date: December 13, 2017

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