

Best Practices

KEY CONTACT CENTER INNOVATIONS OF 2016



thought leadership & lead generation

Do you have an innovative contact center solution or a customer case study that our readers would want to emulate? Then share your story in this Best Practices installment spotlighting innovative contact center solutions in 2016, which will appear in the September issue of *CRM* magazine.

The past several years have seen a tremendous amount of innovation in the contact center arena from multichannel software integration and multichannel contact center agents themselves to workforce management improvements, omnichannel communications, and beyond.

Of course, not everybody is there yet, and they could sure benefit from the successes and experiences of the first movers. That is why the September Best Practices installment will focus on the latest innovations in contact centers and how they are driving customer experiences forward for stronger, deeper relationships. Join us and be part of that focus.

In *CRM* magazine's September 2016 Issue

Reservations Due: **July 18, 2016** | Content Due: **July 22, 2016**

■ Also in September: TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT

2016 ROUNDTABLES:

August

THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT

Roundtable Date: 8/3
Sponsor Commitment: 6/21

BEYOND WORKFORCE OPTIMIZATION

Roundtable Date: 8/17
Sponsor Commitment: 6/21

TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT

Roundtable Date: 8/24
Sponsor Commitment: 7/8

September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 9/14
Sponsor Commitment: 8/1

SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING

Roundtable Date: 9/28
Sponsor Commitment: 8/15

October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES

Roundtable Date: 10/5
Sponsor Commitment: 8/20

KEY CONTACT CENTER INNOVATIONS OF 2016

Roundtable Date: 10/26
Sponsor Commitment: 9/10

November

CRM FOR CIOs

Roundtable Date: 11/2
Sponsor Commitment: 9/15

FROM MULTICHANNEL TO OMNICHANNEL

Roundtable Date: 11/16
Sponsor Commitment: 10/1

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE, MULTICHANNEL
MARKETING PROGRAM



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- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

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2016 SCHEDULE & RATES

Standard — 1 page (750 words) \$7,500 net
Silver — 2 pages (1,500 words) \$10,500 net
Gold — 3 pages (2,250 words) \$14,000 net
Platinum — 4 pages (3,000 words) \$16,500 net

2016 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable — \$8,500

April 2016

**CUSTOMER ENGAGEMENT STRATEGIES
THAT KEEP CUSTOMERS CONNECTED**
CUSTOMER SERVICE IS THE NEW MARKETING
Reservations Due: 1/31 • Content Due: 2/7

April 2016

TOP STRATEGIES FOR SELF-SERVICE SUCCESS
Roundtable Date: 4/13 • Sponsor Commitment: 3/1
BIG DATA BOOM IN CRM
Roundtable Date: 4/27 • Sponsor Commitment: 3/8

May 2016

**SALESFORCE.COM APPEXCHANGE DEEP DIVES
THE FUTURE OF IVR IN CUSTOMER SUPPORT:
YOU'VE COME A LONG WAY BABY!**
Reservations Due: 3/6 • Content Due: 3/12

May 2016

**THE INDISPENSABLE GUIDE TO
OMNICHANNEL SUPPORT**
Roundtable Date: 5/4 • Sponsor Commitment: 3/8
TOP TOOLS FOR HANDS-ON CMOS
Roundtable Date: 5/18 • Sponsor Commitment: 3/15

June 2016

**ESSENTIAL ELEMENTS FOR DELIVERING
SMART CUSTOMER SERVICE**
**SALES & MARKETING POWER TOOLS FOR
SUPERSTAR SALES ORGANIZATIONS**
Reservations Due: 4/4 • Content Due: 4/11

June 2016

**ESSENTIAL ELEMENTS FOR DELIVERING
SMART CUSTOMER SERVICE**
Roundtable Date: 6/1 • Sponsor Commitment: 4/15
**MOBILE-FIRST CUSTOMER SERVICE:
THE MOST IMPORTANT SERVICE CHANNEL**
Roundtable Date: 6/15 • Sponsor Commitment: 4/28
**SALESFORCE.COM APPEXCHANGE
FOR CUSTOMER SERVICE**
Roundtable Date: 6/29 • Sponsor Commitment: 5/15

July 2016

**VOICE OF THE CUSTOMER: LISTENING TO
YOUR CUSTOMERS KEEPS YOU ON COURSE**
Reservations Due: 5/3 • Content Due: 5/17

July 2016

CUSTOMER SERVICE IS THE NEW MARKETING
Roundtable Date: 7/13 • Sponsor Commitment: 6/1
**CUSTOMER ENGAGEMENT STRATEGIES
THAT KEEP CUSTOMERS CONNECTED**
Roundtable Date: 7/27 • Sponsor Commitment: 6/7

August 2016

**THE INDISPENSABLE GUIDE TO
OMNICHANNEL SUPPORT**
CHARTING SUCCESSFUL CUSTOMER JOURNEYS
Reservations Due: 6/4 • Content Due: 6/11

August 2016

**THE FUNDAMENTALS OF EFFECTIVE
CUSTOMER EXPERIENCE MANAGEMENT**
Roundtable Date: 8/3
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Roundtable Date: 8/17
**TRANSFORMING CUSTOMER SUPPORT
WITH KNOWLEDGE MANAGEMENT**
Roundtable Date: 8/24

September 2016

KEY CONTACT CENTER INNOVATIONS OF 2016
**TRANSFORMING CUSTOMER SUPPORT
WITH KNOWLEDGE MANAGEMENT**
Reservations Due: 7/3 • Content Due: 7/11

September 2016

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BETTER CUSTOMER EXPERIENCES**
Roundtable Date: 9/14
**SALESFORCE.COM APPEXCHANGE
FOR SALES & MARKETING**
Roundtable Date: 9/28

October 2016

**CONNECTING WITH CUSTOMERS
THROUGH SOCIAL MEDIA**
CRM FOR CIOs: WHAT EVERY CIO NEEDS TO KNOW
Reservations Due: 8/5 • Content Due: 8/11

October 2016

**LEVERAGING ANALYTICS TO OPTIMIZE
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December 2016

**FROM CONTACT CENTER TO CUSTOMER
ENGAGEMENT CENTER**
BIG DATA BOOM IN CRM
Reservations Due: 10/6 • Content Due: 10/13

December 2016

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
**CONNECTING WITH CUSTOMERS
THROUGH SOCIAL MEDIA**
Roundtable Date: 12/14