

Best Practices



Transforming Customer Support With KNOWLEDGE MANAGEMENT

Finding the right information quickly, consistently, and accurately is imperative for delivering exceptional customer service. It improves customer experience, builds a stronger brand, and empowers agents and employees on the front lines.

This installment of our Best Practices series covers all the ways a knowledge-driven customer support strategy can empower your employees, improve customer experiences, and communicate to everyone that your company has a tight grasp on how to do things right.

Roundtable on this topic — August 24, 2016, at 2:00 p.m.

In *CRM* magazine's **September 2016 Issue**

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

■ Also in September: KEY CONTACT CENTER INNOVATIONS OF 2016

2016 ROUNDTABLES:

August

THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT

Roundtable Date: 8/3

Sponsor Commitment: 6/21

ONE SPOT LEFT!

BEYOND WORKFORCE OPTIMIZATION

Roundtable Date: 8/17

Sponsor Commitment: 6/21

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TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT

Roundtable Date: 8/24

Sponsor Commitment: 7/8

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September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 9/14

Sponsor Commitment: 8/1

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SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING

Roundtable Date: 9/28

Sponsor Commitment: 8/15

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October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES

Roundtable Date: 10/5

Sponsor Commitment: 8/20

SORRY THIS EVENT IS SOLD OUT

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



Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

Generate leads for your sales force

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- 1 month of homepage promotion on www.destinationCRM.com (150,000 visitors per month)
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- Inclusion in all eight eWeekly newsletters (70,000 per issue — 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
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- Editorial and production services included — copyediting, layout, and design

Your editorial topics can range from:

- 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

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
203-445-9178
dennis@destinationCRM.com

Eastern & Central
Adrienne Snyder
Advertising Director
201-327-2773
adrienne@destinationCRM.com



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
BEYOND WORKFORCE OPTIMIZATION
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

**INTELLIGENT CONTACT CENTERS FOR
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
CUSTOMER EXPERIENCES**
Roundtable Date: 10/5
KEY CONTACT CENTER INNOVATIONS OF 2016
Roundtable Date: 10/26

November 2016

**THE FUNDAMENTALS OF EFFECTIVE
CUSTOMER EXPERIENCE MANAGEMENT**
TOP TOOLS FOR HANDS-ON CMOS
Reservations Due: 9/4 • Content Due: 9/11

November 2016

CRM FOR CIOs
Roundtable Date: 11/2
FROM MULTICHANNEL TO OMNICHANNEL
Roundtable Date: 11/16

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