

Best Practices



CUSTOMER ENGAGEMENT

FROM CONTACT CENTER TO CUSTOMER ENGAGEMENT CENTER

One of the key takeaways from CRM Evolution last May was the concept of the customer engagement center (CEC) as a natural progression from contact center to engagement center. As the move toward omnichannel communications with customers continues, it's only natural that contact centers take on the role, with the assistance of the corresponding technologies, of supporting customers regardless of the channel, but with the caveat that the context of the communication is preserved.

According to a recent study from Ovum, 74% of customers use three or more channels when contacting customer care. A customer engagement center recognizes customers' natural preference for multiple channels and proceeds to serve them from that realization.

This guide focuses on how this shift is being achieved today and can be achieved in the not-too-distant future.

Roundtable Date: February 10, 2017

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

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

■ Also in December: BIG DATA BOOM IN CRM

2016/2017 ROUNDTABLES:

November

CRM FOR CIOs

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

FROM MULTICHANNEL TO OMNICHANNEL

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

December

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
Sponsor Commitment: 10/25

PREDICTIVE ANALYTICS FOR MARKETING

Roundtable Date: 12/14
Sponsor Commitment: 11/15

January 2017

THE STATE OF IVRs IN 2017
Roundtable Date: 1/25/2017

February 2017

CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS
Roundtable: February 8, 2017

ANALYTICS: DATA DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES
Roundtable: February 22, 2017

March 2017

SALES TOOLS THAT HELP DRIVE REVENUE
Roundtable: March 1, 2017

MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE
Roundtable: March 8, 2017

INTERNET OF THINGS MEETS CRM
Roundtable: March 22, 2017

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE, MULTICHANNEL
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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
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

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Roundtable Date: 11/16

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

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CRM FOR SMALL & MIDSIZED BUSINESSES
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