

Best Practices



Proactive Customer Service Respects Customers

Reaching out and offering assistance before help is requested is an act of respect.

Companies which value their customers will be proactive in their communications when they have information that will directly benefit their customers. Choosing customers' preferred channels—voice, SMS, email, or chat—is part of the equation, but providing up-to-date notifications and anticipating support issues before they become a problem is essential to building strong relationships that respect customers at a very basic level.

Join us in this month's Best Practices installment and give our readers your perspective on how to deliver proactive customer service.

Roundtable Date: September 13, 2017

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

Content Due: **June 25, 2017**

■ Also in August: PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS

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 ECOMMERCE 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

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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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

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2017 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

2017 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

<p>June 2017</p> <p>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS SALES TOOLS THAT HELP DRIVE REVENUE</p> <p>Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017</p> <p>THE PROMISE OF WEBRTC IN THE CONTACT CENTER Roundtable Date: June 7, 2017</p> <p>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES Roundtable Date: June 21, 2017</p>
<p>July 2017</p> <p>VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES BUYER'S GUIDE CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</p> <p>Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017</p> <p>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS Roundtable Date: July 12, 2017</p> <p>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS Roundtable Date: July 26, 2017</p>
<p>August 2017</p> <p>LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</p> <p>Reservations Due: 6/2/17 • Content Due: 6/16/17</p>	<p>August 2017</p> <p>THE INTERSECTION OF ECOMMERCE AND CRM Roundtable Date: August 2, 2017</p> <p>LEVERAGING SALESFORCE APPEXCHANGE FOR SALES & MARKETING Roundtable Date: August 16, 2017</p> <p>PREDICTIVE & PRESCRIPTIVE ANALYTICS Roundtable Date: August 23, 2017</p>
<p>September 2017</p> <p>2017 CONTACT CENTER INNOVATIONS THE INTERSECTION OF ECOMMERCE AND CRM</p> <p>Reservations Due: 6/30/17 • Content Due: 7/19/17</p>	<p>September 2017</p> <p>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS Roundtable Date: September 13, 2017</p> <p>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS Roundtable Date: September 27, 2017</p>
<p>October 2017</p> <p>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS CUSTOMERS PREFER SELF-SERVICE</p> <p>Reservations Due: 8/4/17 • Content Due: 8/18/17</p>	<p>October 2017</p> <p>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY Roundtable Date: October 11, 2017</p> <p>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS Roundtable Date: October 25, 2017</p>
<p>November 2017</p> <p>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</p> <p>Reservations Due: 9/1/17 • Content Due: 9/18/17</p>	<p>November 2017</p> <p>BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS Roundtable Date: November 1, 2017</p> <p>CUSTOMERS PREFER SELF-SERVICE Roundtable Date: November 15, 2017</p>
<p>December 2017</p> <p>BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</p> <p>Reservations Due: 10/6/17 • Content Due: 10/19/17</p>	<p>December 2017</p> <p>2017 CONTACT CENTER INNOVATIONS Roundtable Date: December 6, 2017</p> <p>MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI Roundtable Date: December 13, 2017</p>