

## Best Practices



# Smart Customer Service Engages Customers

In this Best Practices Series, the focus is on the “smart” aspects of delivering customer service such as moving beyond Q-based routing, personalizing customer interactions, removing data silos between channels, increasing first-call resolution, reducing average handling times, and more.

Many customer service solutions are fundamental, but the ones outlined here are some of the smartest. This section will also be marketed for download on our sister site, SmartCustomerService.com.

*Roundtable Date: July 12, 2017*

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

Reservations Due: **April 18, 2017** | Content Due: **April 22, 2017**

■ Also in June: SALES TOOLS THAT HELP DRIVE REVENUE

## 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*

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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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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>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</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p><b>June 2017</b> <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p><b>June 2017</b> <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> Roundtable Date: June 7, 2017 <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Roundtable Date: June 21, 2017</p>
<p><b>July 2017</b> <b>VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES</b> <b>BUYER'S GUIDE</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p><b>July 2017</b> <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> Roundtable Date: July 12, 2017 <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> Roundtable Date: July 26, 2017</p>
<p><b>August 2017</b> <b>LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE</b> <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Reservations Due: 6/2/17 • Content Due: 6/16/17</p>	<p><b>August 2017</b> <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Roundtable Date: August 2, 2017 <b>LEVERAGING SALESFORCE APPEXCHANGE FOR SALES &amp; MARKETING</b> Roundtable Date: August 16, 2017 <b>PREDICTIVE &amp; PRESCRIPTIVE ANALYTICS</b> Roundtable Date: August 23, 2017</p>
<p><b>September 2017</b> <b>2017 CONTACT CENTER INNOVATIONS</b> <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Reservations Due: 6/30/17 • Content Due: 7/19/17</p>	<p><b>September 2017</b> <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Roundtable Date: September 13, 2017 <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Roundtable Date: September 27, 2017</p>
<p><b>October 2017</b> <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> <b>CUSTOMERS PREFER SELF-SERVICE</b> Reservations Due: 8/4/17 • Content Due: 8/18/17</p>	<p><b>October 2017</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Roundtable Date: October 11, 2017 <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> Roundtable Date: October 25, 2017</p>
<p><b>November 2017</b> <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Reservations Due: 9/1/17 • Content Due: 9/18/17</p>	<p><b>November 2017</b> <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> Roundtable Date: November 1, 2017 <b>CUSTOMERS PREFER SELF-SERVICE</b> Roundtable Date: November 15, 2017</p>
<p><b>December 2017</b> <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Reservations Due: 10/6/17 • Content Due: 10/19/17</p>	<p><b>December 2017</b> <b>2017 CONTACT CENTER INNOVATIONS</b> Roundtable Date: December 6, 2017 <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Roundtable Date: December 13, 2017</p>