



Best Practices

ANALYTICS:

Data-Driven Relationships for Better Customer Experiences

An enormous amount of data is being generated for every customer, cohort, transaction, click, and interaction but it's very difficult to recognize patterns and take intelligent actions that improve customer experiences.

2017 could very well be the year that analytics for better customer experiences makes the transition from the early adopters phase into wider acceptance as more and more companies are compelled by its promise of success.

This Best Practices topic focuses on how organizations can use analytics to improve experiences of customers.

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

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

■ Also in January: 2017 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

2017 ROUNDTABLES

January 2017

THE STATE OF IVRs IN 2017

Roundtable Date: January 25, 2017

February 2017

CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

Roundtable Date: February 8, 2017

ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: February 22, 2017

March 2017

SALES TOOLS THAT HELP DRIVE REVENUE

Roundtable Date: March 1, 2017

MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE

Roundtable Date: March 8, 2017

INTERNET OF THINGS MEETS CRM

Roundtable: March 22, 2017

April 2017

DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE

Roundtable Date: April 5, 2017

MARKETING SOLUTIONS AND AUTOMATING PROCESSES

Roundtable Date: April 19, 2017

May 2017

LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS

Roundtable Date: May 3, 2017

KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

Roundtable Date: May 17, 2017

June 2017

THE PROMISE OF WEBRTC IN THE CONTACT CENTER

Roundtable Date: June 7, 2017

CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Roundtable Date: June 21, 2017

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

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2017 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

January 2017

2017 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES

Reservations Due: 10/28/16 • Content Due: 11/16/16

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Reservations Due: 12/2/16 • Content Due: 12/15/16

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Reservations Due: 1/6/17 • Content Due: 1/19/17

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KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

Reservations Due: 2/3/17 • Content Due: 2/16/17

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Roundtable Date: April 5, 2017

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Roundtable Date: April 19, 2017

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CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Reservations Due: 3/3/17 • Content Due: 3/17/17

May 2017

LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS

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Reservations Due: 3/31/17 • Content Due: 4/18/17

June 2017

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Roundtable Date: June 7, 2017

CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Roundtable Date: June 21, 2017

July 2017

VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES

BUYER'S GUIDE

CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY

Reservations Due: 5/5/17 • Content Due: 5/18/17

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