

Best Practices



Delivering Customer Experience FOR BUILDING CUSTOMER LOYALTY

Delivering exceptional customer experience is better than the best marketing you could ever accomplish. Why? Because it's the difference between a promise and an action.

Enhancing customer experience is a long-term pursuit, not a short-term transaction. Companies that truly want to build a solid foundation of customer loyalty must embrace a customer-centric philosophy through focused Customer Experience Management principles.

Join us in this month's Best Practices Guide and tell our readers how customer experience can enhance customer loyalty.

Roundtable Date: October 11, 2017, at 2:00 p.m.

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

Content Due: **May 25, 2017**

■ Also in July: CRM MAGAZINE'S ULTIMATE BUYER'S GUIDE & DIRECTORY

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

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