

Best Practices

Voice of the Customer Strategies

for Better Customer Insights



Top-performing businesses pay close attention to what their customers feel about their experiences with a product, brand, or business. Voice of the Customer (VoC) programs deliver those crucial insights. Customer sentiments affect everyone: customer service, marketing, product development, and the C-suite.

Join us in this Best Practices Guide, where we offer our readers guidance on how their companies can use VoC to stay on track or make course corrections in order to deliver great customer experiences. Judging from the registrations on our July 26 Webcast on the same topic, this subject definitely resonates with our readership.

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

Content Due: **August 25, 2017**

■ Also in October: CUSTOMERS PREFER SELF-SERVICE

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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| 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>June 2017 SMART CUSTOMER SERVICE ENGAGES CUSTOMERS SALES TOOLS THAT HELP DRIVE REVENUE Reservations Due: 3/31/17 • Content Due: 4/18/17</p> | <p>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</p> |
| <p>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</p> | <p>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</p> |
| <p>August 2017 LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS Reservations Due: 6/2/17 • Content Due: 6/16/17</p> | <p>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</p> |
| <p>September 2017 2017 CONTACT CENTER INNOVATIONS THE INTERSECTION OF E-COMMERCE AND CRM Reservations Due: 6/30/17 • Content Due: 7/19/17</p> | <p>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</p> |
| <p>October 2017 USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS CUSTOMERS PREFER SELF-SERVICE Reservations Due: 8/4/17 • Content Due: 8/18/17</p> | <p>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</p> |
| <p>November 2017 THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI Reservations Due: 9/1/17 • Content Due: 9/18/17</p> | <p>November 2017 BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS Roundtable Date: November 1, 2017 CUSTOMERS PREFER SELF-SERVICE Roundtable Date: November 15, 2017</p> |
| <p>December 2017 BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS Reservations Due: 10/6/17 • Content Due: 10/19/17</p> | <p>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</p> |