

2017 BEST PRACTICES & ROUNDTABLE **SCHEDULE**

| Issue | Best Practices Deep Dives | | Roundtable Hot Topics Webcasts | | |
|---|---|--|---|--|---|
| JANUARY Close: 10/28/16 Copy: 11/16/16 Mail: 12/15/16 | 2017 Megatrends: CRM Predictions from Top Industry Experts | Analytics: Data-Driven Relationships for Better Customer Experiences | The State of IVRs in 2017 <i>Roundtable: January 25, 2017</i> | | |
| FEBRUARY Close: 12/2/16 Copy: 12/15/16 Mail: 1/16/17 | Making the Transition from Multichannel to Omnichannel Customer Service | The State of IVRs in 2017 | Customer Engagement Strategies for Building Brands <i>Roundtable: February 8, 2017</i> | Analytics: Data-Driven Relationships for Better Customer Experiences <i>Roundtable: February 22, 2017</i> | |
| MARCH Close: 1/6/17 Copy: 1/19/17 Mail: 2/15/17 | Designing an Intelligent Contact Center for Competitive Advantage | Marketing Solutions and Automating Processes | Sales Tools That Help Drive Revenue <i>Roundtable: March 1, 2017</i> | Making the Transition from Multichannel to Omnichannel Customer Service <i>Roundtable: March 8, 2017</i> | Internet of Things Meets CRM <i>Roundtable: March 22, 2017</i> |
| APRIL Close: 2/3/17 Copy: 2/16/17 Mail: 3/15/17 | Customer Engagement Strategies for Building Brands | Knowledge Management: The Key to Effective Customer Service | Designing an Intelligent Contact Center for Competitive Advantage <i>Roundtable: April 5, 2017</i> | Marketing Solutions and Automating Processes <i>Roundtable: April 19, 2017</i> | |
| MAY Close: 3/3/17 Copy: 3/17/17 Mail: 4/13/17 | The Promise of WebRTC in the Contact Center | Customer Journey Mapping to Craft Superior Customer Experiences | Leveraging Salesforce Service Cloud with AppExchange Solutions <i>Roundtable: May 3, 2017</i> | Knowledge Management: The Key to Effective Customer Service <i>Roundtable: May 17, 2017</i> | |
| JUNE Close: 3/31/17 Copy: 4/18/17 Mail: 5/15/17 | Smart Customer Service Engages Customers | Sales Tools That Help Drive Revenue | The Promise of WebRTC in the Contact Center <i>Roundtable: June 7, 2017</i> | Customer Journey Mapping to Craft Superior Customer Experiences <i>Roundtable: June 21, 2017</i> | |
| JULY Close: 5/5/17 Copy: 5/18/17 Mail: 6/15/17 | View from the Top: Insights from Industry Visionaries/ Buyer's Guide | Customer Experience Management For Building Customer Loyalty | Smart Customer Service Engages Customers <i>Roundtable: July 12, 2017</i> | Using Voice of the Customer Strategies Better Customer Insights <i>Roundtable: July 26, 2017</i> | |

Schedule is subject to change.

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2017 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

| Issue | Best Practices Deep Dives | | Roundtable Hot Topics Webcasts | | |
|---|---|--|--|--|---|
| AUGUST Close: 6/2/17 Copy: 6/16/17 Mail: 7/14/17 | Leveraging the Salesforce AppExchange Marketplace | Proactive Customer Service Respects Customers | <i>The Intersection of Ecommerce and CRM</i> <i>Roundtable: 8/2</i> | <i>Leveraging Salesforce AppExchange for Sales & Marketing</i> <i>Roundtable: 8/16</i> | <i>Predictive & Prescriptive Analytics</i> <i>Roundtable: 8/23</i> |
| SEPTEMBER Close: 6/30/17 Copy: 7/19/17 Mail: 8/15/17 | 2017 Contact Center Innovations | The Intersection of Ecommerce and CRM | <i>Proactive Customer Service Respects Customers</i> <i>Roundtable: 9/13</i> | <i>Workforce Optimization for More Productive Employees and Happier Customers</i> <i>Roundtable: 9/27</i> | |
| OCTOBER Close: 8/4/17 Copy: 8/18/17 Mail: 9/15/2017 | Using Voice of the Customer Strategies for Better Customer Insights | Customers Prefer Self-Service | <i>Customer Experience Management For Building Customer Loyalty</i> <i>Roundtable: 10/11</i> | <i>The Evolution of Contact Centers to Customer Engagement Centers</i> <i>Roundtable: 10/25</i> | |
| NOVEMBER Close: 9/1/17 Copy: 9/18/17 Mail: 10/13/17 | The Evolution of Contact Centers to Customer Engagement Centers | Must have Sales & Marketing Tools That Deliver Immediate ROI | <i>Business Intelligence & Analytic Solutions for Deeper Insights</i> <i>Roundtable: 11/1</i> | <i>Customers Prefer Self-Service</i> <i>Roundtable: 11/15</i> | |
| DECEMBER Close: 10/6/17 Copy: 10/19/17 Mail: 11/15/17 | Business Intelligence & Analytic Solutions for Deeper Insights | Workforce Optimization for More Productive Employees and Happier Customers | <i>2017 Contact Center Innovations</i> <i>Roundtable: 12/6</i> | <i>Must have Sales & Marketing Tools That Deliver Immediate ROI</i> <i>Roundtable: 12/13</i> | |

Schedule is subject to change.

“Love the webinar schedule, very relevant topics!”

—Customer Experience Manager, Patterson Companies

2017 BEST PRACTICES DEEP DIVES

➤ **JANUARY 2017** *Reservations Due: 10/28/16 • Content Due: 11/16/16*

2017 Megatrends: CRM Predictions from Top Industry Experts

Join us in this perennial favorite of *CRM* magazine's readers and give us your predictions of what technologies and solutions will jump to the forefront this year. Our readers are anxious to get a preview of what they should be looking for in 2017 and the trends that will offer long term competitive advantage.

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

Roundtable Date: February 22, 2017, at 2:00 p.m.

➤ **FEBRUARY 2017** *Reservations Due: 12/2/16 • Content Due: 12/15/16*

Making the Transition from Multichannel to Omnichannel Customer Service

The challenges of moving to a true omnichannel customer service model can be daunting. In this Best Practices installment we will ask industry experts to delineate what they view as the major obstacles inhibiting smooth omnichannel transitions and make recommendations to meet these challenges.

Roundtable Date: March 8, 2017, at 2:00 p.m.

The State of IVRs in 2017

Interactive Voice Response (IVR) systems have been the back bone of contact centers and self-service solutions for decades. Natural language processing, personalization, voice recognition, ACD software, CRM integration and Visual IVR have advanced this channel far beyond the frustrating days of endless menus. This Best Practices Guide will focus on the state of IVRs in 2017 and their place in the contact center and self-service ecosystem.

Roundtable Date: January 25, 2017, at 2:00 p.m.

➤ **MARCH 2017** *Reservations Due: 1/6/17 • Content Due: 1/19/17*

Designing an Intelligent Contact Center for Competitive Advantage

According to information presented by the American Customer Satisfaction Index, customer satisfaction is a leading indicator of financial performance. For a contact center, focusing on the customer experience and ways to continually improve loyalty and revenue spells the difference between an intelligent contact center operation and an average one. Unfortunately many companies and their contact centers just don't take advantage of intelligent technologies now on the market. In this Best Practice installment, you will learn from leaders what you need to succeed.

Roundtable Date: April 5, 2017, at 2:00 p.m.

Marketing Solutions and Automating Processes

Advances in marketing technologies and the automation of processes have been on a huge upswing in the past several years for good reason. Generating, qualifying, and nurturing leads can be accomplished through sets of business processes that bring exact science to the art of marketing, and help quantify the impact of different variables. This Best Practices instalment will review marketing solution options and their real life success stories.

Roundtable Date: April 19, 2017, at 2:00 p.m.

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2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **APRIL 2017** Reservations Due: 2/3/17 • Content Due: 2/16/17

Customer Engagement Strategies for Building Brands

Customer engagement takes things a step further in the relationship with your customers. Done right it encourages customers to interact with your products and brands, and even become vocal proponents of your products. A strong customer engagement strategy fosters brand growth through exceptional end-to-end customer experience. Do you have a prescription for our readers to use to build their brands through customer engagement strategies?

Roundtable Date: February 8, 2017, at 2:00 p.m.

Knowledge Management: The Key to Effective Customer Service

Finding the right information quickly and easily is key to effective customer service whether users are calling a contact center or using a self-service channel. Just delivering the information is difficult enough but keeping it current, concise, and correct is even a greater challenge. This Best Practices installment will look at the role of Knowledge Management as a crucial factor enabling effective customer service.

Roundtable Date: May 17, 2017, at 2:00 p.m.

➤ **MAY 2017** Reservations Due: 3/3/17 • Content Due: 3/17/17

The Promise of WebRTC in the Contact Center

One of the newer technologies which shows enormous promise for contact centers is Web Real Time Communication (WebRTC). The potential benefits for both browser-based and in-app WebRTC in a customer service environment could take customer communications and interactions to a whole new level. This Best Practices section will ask participants to outline the ways WebRTC is transforming communications in the contact center and how the technology will advance customer service in the future.

Roundtable Date: June 7, 2017, at 2:00 p.m.

Customer Journey Mapping to Craft Superior Customer Experiences

Guiding customers through their journey from prospects, to purchase, to customer care, to upsell or resell requires smooth and satisfying transitions through the various stages in the customer lifecycle. Certainly there are many opportunities to derail the process but there are just as many chances to get it right and form stronger bonds of loyalty from the customer's perspective. This month's guide will focus on how our readers can map their own customer's journeys to deliver great experiences that keep them coming back.

Roundtable Date: June 21, 2017, at 2:00 p.m.

➤ **JUNE 2017** Reservations Due: 3/31/17 • Content Due: 4/18/17

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 on our sister site SmartCustomerService.com.

Roundtable Date: July 12, 2017, at 2:00 p.m.

Sales Tools That Help Drive Revenue

There are many day-to-day tools that can help good sales people make the transition to become top performers, helping them be better prepared for sales calls, better target sales ready leads, and make better use of their limited selling time. According to CSO Insights, that have implemented sales enablement have seen major gains: 51% improvement in revenue per rep, 29% margin increases, and decreases in sales rep ramp up time and overall sales cycle length. This Best Practices Guide will survey the technologies that are available to help sales people significantly improve their performance and help them become better revenue generators.

Roundtable Date: March 1, 2017, at 2:00 p.m.

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2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **JULY 2017** *Reservations Due: 5/5/17 • Content Due: 5/18/17*

View from the Top: Insights from Industry Visionaries

What is your road map for the success of your clients? What makes your company stand out? Take this opportunity to speak directly to our readers and present your vision of how you can help the achieve success. As a bonus, your company will also receive a 12 month online listing in our Buyer's Guide on destinationCRM.com.

Buyers Guide

See the separate description of all the features and benefits our print and online directory has to offer your company.

Customer Experience Management for Building Customer Loyalty

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

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

➤ **AUGUST 2017** *Reservations Due: 6/2/17 • Content Due: 6/16/17*

Leveraging the Salesforce AppExchange Marketplace

Salesforce's worldwide market share is edging close to 20% and growing at over 21% according to Gartner's estimates for 2015 released in early 2016. A major part of their success is the point solutions developed by their partners and released through their AppExchange Marketplace. If you are an AppExchange partner and would like to take your story directly to our readers, you should participate in this annual guide to AppExchange solutions.

Leveraging Salesforce Service Cloud with AppExchange Solutions Roundtable Date: May 3, 2017, at 2:00 p.m.

Leveraging Salesforce AppExchange for Sales & Marketing Roundtable Date: August 16, 2017, at 2:00 p.m.

Proactive Customer Service Respects Customers

Reaching out and offering assistance before help is requested is act of respect. Companies that value their customers will be proactive in the communications when they have information which will directly benefit their customers. Choosing the preferred channel, 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 instalment and give us your perspective on how to deliver proactive customer service.

Roundtable Date: September 13, 2017, at 2:00 p.m.

➤ **SEPTEMBER 2017** *Reservations Due: 6/30/17 • Content Due: 7/19/17*

2017 Contact Center Innovations

As innovations evolve in scope and sophistication, it's essential to keep current with what has changed and what recent advancements can take your service levels even higher. In this installment, our readers will look for the latest trends and innovations in the contact center in 2017. Don't miss this opportunity to engage, educate and inform these prospects right at the time when they are making decisions and investments in their contact centers.

Roundtable Date: December 6, 2017, at 2:00 p.m.

The Intersection of Ecommerce and CRM

CRM provides an enormous amount of valuable data insights to online customers and provides the ability to segment offers for a more personalized approach. Tracking behavior, buying patterns, analyzing digital marketing efforts is all possible with an Ecommerce CRM integration. This month's Best Practices instalment will focus on the benefits of integrating your online store with a CRM platform.

Roundtable Date: August 2, 2017, at 2:00 p.m.

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2017 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **OCTOBER 2017** Reservations Due: 8/4/17 • Content Due: 8/18/17

Using 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, and Voice of the Customer (VoC) programs deliver those crucial insights. Customer sentiments affect everyone: customer service, marketing, product development, and the C-suite. In this Best Practices Guide, we will offer guidance on how companies can use VoC to stay on track or make course corrections in delivering great customer experiences.

Roundtable Date: July 26, 2017, at 2:00 p.m.

Customers Prefer Self-Service

With 67 percent of customers choosing self-service as their preferred channel for finding answers, you better deliver. The good news is that providing exceptional self-service options is also good for the bottom line. This Guide will offer our readers different self-service options and the business case for investing in self-service solutions.

Roundtable Date: November 15, 2017, at 2:00 p.m.

➤ **NOVEMBER 2017** Reservations Due: 9/1/17 • Content Due: 9/18/17

The Evolution of Contact Centers to Customer Engagement Centers

A Customer Engagement Center (CEC) encompasses the technologies, applications, people and processes to interact with customers, across channels, while retaining the customers' context, to provide consistent and efficient customer service. At the heart of a CEC is an omnichannel framework that allows customers to switch channels freely without having to start the process from the beginning. Clearly, the next phase of customer support will rely on Customer Engagement Centers to fulfill the promise of omnichannel support. This month's installment will focus on how organizations can make the evolution from Contact Centers to Customer Engagement Centers.

Roundtable Date: October 25, 2017, at 2:00 p.m.

Must-Have Sales & Marketing Tools That Deliver Immediate ROI

Building a salesforce starts with hiring the right people with the right drive and instincts. But gaining a competitive edge often relies on providing the tools that optimize the chances for positive outcomes. Technology and services that offer sales people deeper account insights, better leads, more compelling presentations, and actually help close business are what sales people need to be effective. This special section will focus on the sales & marketing tools that can generate quick results.

Roundtable Date: December 13, 2017, at 2:00 p.m.

➤ **DECEMBER 2017** Reservations Due: 10/6/17 • Content Due: 10/19/17

Business Intelligence & Analytic Solutions for Deeper Insights

The big trend in Business Intelligence and Analytics Solutions these days is the ease of use by line-of-business personnel with less emphasis on IT support. This means that these decision support solutions can be accessed by the very people making the decisions and who can get much closer insights into what the data is reflecting. In this month's Best Practices section, we'll focus on the available options and benefits for these easier to use solutions.

Roundtable Date: November 1, 2017, at 2:00 p.m.

Workforce Optimization for More Productive Employees and Happier Customers

Workforce optimization (WFO) solutions encompass many different technologies and applications that really cut to the essence of great customer service even though they are inward focused. Call recording, quality monitoring workforce management, coaching and eLearning, performance management even surveys and speech analytics fall under the WFO umbrella. From the call center to the back-office, WFO is a crucial component to any customer-focused enterprise. In this Best Practices installment, we'll take a look at WFO solutions and how they enable contact centers to run efficiently.

Roundtable Date: September 27, 2017, at 2:00 p.m.