

## Best Practices



# 2017 CONTACT CENTER INNOVATIONS

As contact center innovations evolve in scope and sophistication, it's essential to keep current with what has changed and what recent advancements can drive additional value for organizations and their customers.

In this annual installment of our Best Practices series, 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 at the time when they are making decisions and investments in their contact centers.

Join in with your solution's unique message highlighting your value proposition in a case study, white paper, or compelling business case.

*Roundtable Date: December 6, 2017*

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

Content Due: **July 25, 2017**

■ Also in September: THE INTERSECTION OF E-COMMERCE AND CRM

## 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, MULTICHANNEL MARKETING PROGRAM

#### Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, [www.destinationCRM.com](http://www.destinationCRM.com).

#### Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

#### Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (45,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice – you get the leads)
- 1 month of homepage promotion on [www.destinationCRM.com](http://www.destinationCRM.com) (150,000 visitors per month)
- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on [destinationCRM.com](http://destinationCRM.com) for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, layout, and design

#### 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

### ADVERTISING CONTACTS

#### Mountain & Pacific

Dennis Sullivan  
Advertising Director  
203-445-9178  
[dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

#### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



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 E-COMMERCE 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>