

Best Practices



knowledge management

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 looks at the role of knowledge management as a crucial factor enabling effective customer service.

Roundtable on this topic: May 17, 2017

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

Reservations Due: **February 17, 2017** | Content Due: **February 22, 2017**

■ Also in April: CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

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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CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

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

May 2017

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SALES TOOLS THAT HELP DRIVE REVENUE

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

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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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