

Best Practices



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

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

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

■ Also in May: CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

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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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

January 2017

THE STATE OF IVRs IN 2017

Roundtable Date: January 25, 2017

February 2017

**MAKING THE TRANSITION FROM MULTICHANNEL
TO OMNICHANNEL CUSTOMER SERVICE**

THE STATE OF IVRs IN 2017

Reservations Due: 12/2/16 • Content Due: 12/15/16

February 2017

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March 2017

**DESIGNING AN INTELLIGENT CONTACT CENTER
FOR COMPETITIVE ADVANTAGE**

MARKETING SOLUTIONS AND AUTOMATING PROCESSES

Reservations Due: 1/6/17 • Content Due: 1/19/17

March 2017

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OMNICHANNEL CUSTOMER SERVICE**

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April 2017

CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

**KNOWLEDGE MANAGEMENT: THE KEY TO
EFFECTIVE CUSTOMER SERVICE**

Reservations Due: 2/3/17 • Content Due: 2/16/17

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

THE PROMISE OF WEBRTC IN THE CONTACT CENTER
**CUSTOMER JOURNEY MAPPING TO CRAFT
SUPERIOR CUSTOMER EXPERIENCES**

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

May 2017

**LEVERAGING SALESFORCE SERVICE CLOUD WITH
APEXCHANGE SOLUTIONS**

Roundtable Date: May 3, 2017

**KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER
SERVICE**

Roundtable Date: May 17, 2017

June 2017

SMART CUSTOMER SERVICE ENGAGES CUSTOMERS
SALES TOOLS THAT HELP DRIVE REVENUE

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

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

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

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