

Best Practices

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 focus on the available options and benefits for these easier-to-use solutions.

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

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

Content Due: **October 25, 2017**

- Also in December: WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS

2017/2018 ROUNDTABLES

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

January 2018

THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS

Roundtable Date: January 17, 2018

CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS

Roundtable Date: January 31, 2018

February 2018

2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

Roundtable Date: February 14, 2018

CALL CENTER TO CUSTOMER ENGAGEMENT CENTER

Roundtable Date: February 28, 2018

March 2018

THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING

Roundtable Date: March 14, 2018

SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES

Roundtable Date: March 21, 2018

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT

Roundtable Date: April 25, 2018

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

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- A behind-the-scenes look at your technology solution and why it's important

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2018 SCHEDULE & RATES	2018 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>January 2018 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Reservations Due: 11/8/17 • Content Due: 11/15/17</p>	<p>January 2018 THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS Roundtable Date: January 17, 2018 CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Roundtable Date: January 31, 2018</p>
<p>February 2018 VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Reservations Due: 12/22/17 • Content Due: 12/22/17</p>	<p>February 2018 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS Roundtable Date: February 14, 2018 CALL CENTER TO CUSTOMER ENGAGEMENT CENTER Roundtable Date: February 28, 2018</p>
<p>March 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Reservations Due: 1/12/18 • Content Due: 1/19/18</p>	<p>March 2018 THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Roundtable Date: March 14, 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES Roundtable Date: March 21, 2018</p>
<p>April 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS Reservations Due: 2/9/18 • Content Due: 2/16/18</p>	<p>April 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE Roundtable Date: April 4, 2018 GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Roundtable Date: April 25, 2018</p>
<p>May 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES WHAT'S HOT IN SALES ENABLEMENT Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p>May 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE Roundtable Date: May 2, 2018 ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Roundtable Date: May 9, 2018 THE FUNDAMENTALS OF B2B MARKETING Roundtable Date: May 23, 2018</p>
<p>June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p>June 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS Roundtable Date: June 6, 2018 OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Roundtable Date: June 20, 2018</p>
<p>July 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p>July 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS Roundtable Date: July 11, 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK Roundtable Date: July 25, 2018</p>