

## Best Practices

# The State of IVRs in 2018: SPEECH-ENABLED IVRS ARE THRIVING

The backbone of many organizations' customer service has been their interactive voice response (IVR) systems, whose customer-serving contributions may have been overlooked as new channels were added. But IVR still accounts for much of the heavy lifting when it comes to self-service, and that won't change anytime soon.

Join us in this month's Best Practices installment, where we present our readers with reasons to continue investing in IVR as the cornerstone of customer experience initiatives.

*Roundtable Date: March 14, 2018*

Marketed in **February** online | Published in **March 2018** CRM magazine  
Content Due: **January 20, 2018**

■ Also in March: VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION

## 2018 ROUNDTABLES

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*

June 2018

### KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

*Roundtable Date: June 6, 2018*

### SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

*Roundtable Date: June 13, 2018*

### OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS

*Roundtable Date: June 20, 2018*

July 2018

### SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

*Roundtable Date: July 11, 2018*

### CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

*Roundtable Date: July 25, 2018*

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### ADVERTISING CONTACTS

#### Mountain & Pacific

Dennis Sullivan  
Advertising Director  
203-445-9178  
dennis@destinationCRM.com

#### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
adrienne@destinationCRM.com



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><b>February 2018</b> <b>VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION</b> <b>THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING</b> Reservations Due: 12/22/17 • Content Due: 12/22/17</p>	<p><b>February 2018</b> <b>2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS</b> Roundtable Date: February 14, 2018 <b>CALL CENTER TO CUSTOMER ENGAGEMENT CENTER</b> Roundtable Date: February 28, 2018</p>
<p><b>March 2018</b> <b>INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE</b> <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> Reservations Due: 1/12/18 • Content Due: 1/19/18</p>	<p><b>March 2018</b> <b>THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING</b> Roundtable Date: March 14, 2018 <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> Roundtable Date: March 21, 2018</p>
<p><b>April 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> <b>THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS</b> <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> Reservations Due: 2/9/18 • Content Due: 2/16/18</p>	<p><b>April 2018</b> <b>INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE</b> Roundtable Date: April 4, 2018 <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> Roundtable Date: April 25, 2018</p>
<p><b>May 2018</b> <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p><b>May 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> Roundtable Date: May 2, 2018 <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> Roundtable Date: May 9, 2018 <b>THE FUNDAMENTALS OF B2B MARKETING</b> Roundtable Date: May 23, 2018</p>
<p><b>June 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p><b>June 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> Roundtable Date: June 6, 2018 <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> Roundtable Date: June 13, 2018 <b>OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS</b> Roundtable Date: June 20, 2018</p>
<p><b>July 2018</b> <b>TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE</b> <b>CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS</b> Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p><b>July 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> Roundtable Date: July 11, 2018 <b>CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK</b> Roundtable Date: July 25, 2018</p>
<p><b>August 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 6/10/18 • Content Due: 6/17/18</p>	<p><b>August 2018</b> <b>BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE</b> Roundtable Date: August 1, 2018 <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> Roundtable Date: August 15, 2018 <b>AI-POWERED SALES TEAMS</b> Roundtable Date: August 29, 2018</p>