

## Best Practices



# Intelligent Contact Centers in 2018: An Industry Update

Intelligent contact centers are a reality in 2018. Big Data, artificial intelligence, smart call routing, omnichannel service, and operational excellence are not only possible but demanded by discerning clients.

In this installment of *CRM's* Best Practices, we offer our readers an update on the state of truly intelligent contact centers in 2018.

*Roundtable Date: April 4, 2018*

Published in **March 2018** *CRM* magazine

Content Due: **January 20, 2018**

■ Also in March: ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

## 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*

## 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)



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>February 2018 <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>Participation in Webinar Roundtable – \$8,500</p> <p>February 2018 <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>March 2018 <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>March 2018 <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>April 2018 <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>April 2018 <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>May 2018 <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>May 2018 <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>June 2018 <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>June 2018 <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>July 2018 <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>July 2018 <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>August 2018 <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>August 2018 <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>