Best Practices

Business Intelligence and Analytics:
A CRM PERSPECTIVE

The proliferation of data tools has made their use far more widespread throughout an organization—and made them less intimidating to non-technical employees. The result is a higher level of data literacy across the board as more employees see the value in access to information.

Join us in this Best Practices installment that focuses on business intelligence and analytics tools and their practical applications for CRM and tell our audience what's possible in 2018.

Published in **September 2018** *CRM* magazine

Content Due: **July 25, 2018**

Also in September:
- CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES
- 2018 CONTACT CENTER INNOVATIONS

thought leadership & lead generation

2018 ROUNDTABLES

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2018 SCHEDULE & RATES
Standard – *1 page (750 words)* $7,500 net
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GETTING BIG DATA IN SHAPE — QUALITY, CLEANSING, DATA MANAGEMENT
Reservations Due: 4/11/18 • Content Due: 4/18/18

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

August 2018
MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE
ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES
Reservations Due: 6/10/18 • Content Due: 6/17/18

September 2018
2018 CONTACT CENTER INNOVATIONS
BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE
CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES
Reservations Due: 7/12/18 • Content Due: 7/19/18

October 2018
PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS
CRM AND ECOMMERCE: A WINNING COMBINATION
Reservations Due: 8/10/18 • Content Due: 8/17/18

November 2018
CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK
HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES
Reservations Due: 9/11/18 • Content Due: 9/18/18

December 2018
CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS—MAKE THE TRANSITION NOW
AI-POWERED SALES TEAMS
Reservations Due: 10/11/18 • Content Due: 10/18/18

2018 ROUNDTABLE SCHEDULE
Participation in
Webinar Roundtable – *$8,500*

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

August 2018
BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE
Roundtable Date: August 1, 2018
HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES
Roundtable Date: August 15, 2018
AI-POWERED SALES TEAMS
Roundtable Date: August 29, 2018

September 2018
WHAT'S HOT IN SALES ENABLEMENT
Roundtable Date: September 12, 2018
TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE
Roundtable Date: September 26, 2018

October 2018
ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE
Roundtable Date: October 3, 2018
2018 CONTACT CENTER INNOVATIONS
Roundtable Date: October 10, 2018
ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES
Roundtable Date: October 24, 2018

November 2018
VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION
Roundtable Date: November 7, 2018
CRM AND ECOMMERCE: A WINNING COMBINATION
Roundtable Date: November 14, 2018

December 2018
PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS
Roundtable Date: December 5, 2018
TOP 2018 INNOVATIONS IN CRM
Roundtable Date: December 12, 2018