Best Practices



2018 Contact Center Innovations

Our contact center innovations Best Practices installment is perennially one of our readers' favorite topics and a great opportunity to alert our audience to all of the breakthroughs that have enhanced contact centers throughout the year.

Past innovations have spotlighted social customer support, WebRTC, the move to omnichannel support, and many other efforts that have driven better customer experiences.

Join us in this heavily marketed Best Practices installment and the Roundtable Webcast in October.

Roundtable Date: October 10, 2018

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

Content Due: **July 25, 2018**

Also in September:

- BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE
- CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES

2018 ROUNDTABLES

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

thought leadership & lead generation

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LEAD generation

2018 SCHEDULE & RATES	2018 ROUNDTABLE SCHEDULE
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*	**Participation in Webinar Roundtable** – *$8,500*
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*	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 **TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE** **CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS** *Reservations Due: 5/10/18 • Content Due: 5/17/18*	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 **MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE** **ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES** *Reservations Due: 6/10/18 • Content Due: 6/17/18*	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 **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*	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 **PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS** **CRM AND ECOMMERCE: A WINNING COMBINATION** *Reservations Due: 8/10/18 • Content Due: 8/17/18*	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 **CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK** **HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES** *Reservations Due: 9/11/18 • Content Due: 9/18/18*	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 **CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS—MAKE THE TRANSITION NOW** **AI-POWERED SALES TEAMS** *Reservations Due: 10/11/18 • Content Due: 10/18/18*	December 2018 **PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS** *Roundtable Date: December 5, 2018* **TOP 2018 INNOVATIONS IN CRM** *Roundtable Date: December 12, 2018*