Best Practices



Customer Self-Service for Better Customer Experiences

The demand from customers for self-service is exploding. According to Gartner, 85% of a customer's interaction with a company will occur without any human interaction by 2020. Infinium Global Research predicts that the global customer self-service software market is expected to grow from $4.47 billion in 2016 to $9.59 billion by the end of 2021, growing at a compound annual rate of 16.5%. Demographics are driving the demand forward as younger people are used to dealing with automated systems and less inclined to talk to a human being. Smart companies see this as an opportunity to create a better customer experience.

Join us in this Best Practices topic and educate our readers as to the best way to plan their self-service transformation.

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Content Due: **July 25, 2018**

Also in September:

- BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE
- 2018 CONTACT CENTER INNOVATIONS

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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2018 SCHEDULE & RATES

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*

2018 ROUNDTABLE SCHEDULE

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*