



Best Practices

Proactive Customer Service: Anticipating Customer Needs

There are many reasons to provide superb customer care, but getting noticed for your efforts can be difficult. Shifting from purely reactive to more proactive customer care can get the attention, in a good way, of customers.

Proactive customer care is a visible differentiator that translates into better customer experiences, loyalty, and positive attitudes toward your brand.

Join us in this month's Best Practices installment and share your expertise and recommendations with our readers.

Roundtable Date: December 5, 2018

Published in **October 2018** CRM magazine

Content Due: **August 25, 2018**

Also in October:

■ CRM AND ECOMMERCE: A WINNING COMBINATION

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

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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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

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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