

## Best Practices



# Highly Effective Customer Experience Strategies

According to a recent report by Grand View Research, the global customer experience management (CEM) market is expected to grow at a compound annual growth rate of 22% between 2017 and 2025. Another report, by Econsultancy, found that 72% of business leaders pointed to customer experience as the single most exciting opportunity; it topped the list for the third straight year. But what are the best strategies for creating highly effective customer experiences?

This Best Practices installment will offer our readers your expert guidance for improving their own CX initiatives.

Published in **November 2018** CRM magazine

Content Due: **September 25, 2018**

Also in November:

- CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

## 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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MULTICHANNEL MARKETING PROGRAM

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- 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

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Roundtable Date: September 26, 2018

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

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

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**VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION**  
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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