

Mobile Customer Service: The First Line of Service

As smartphones have clearly become the preeminent mode of communication, the notion of delivering customer service via mobile devices has really taken off. Searches on mobile devices will exceed those on desktop computers by 28 billion inquiries in 2017. Sixty-three percent of U.S. adults use mobile devices at least several times per month to seek customer support, and 90 percent have had poor experiences doing so. Clearly, there is much work to be done in improving the mobile customer service channel.

Join us in this Best Practices installment and present your case studies, recommendations, and strategies for delivering amazing customer experiences on mobile devices.

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Also in August (Online) and September (Print):

- ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES
- ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

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*



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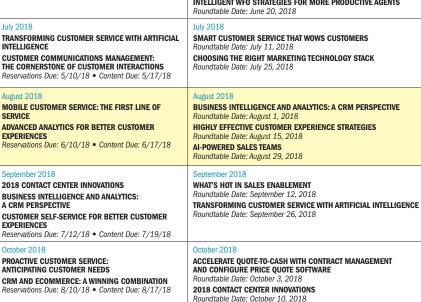
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October 2018

ANTICIPATING CUSTOMER NEEDS CRM AND ECOMMERCE: A WINNING COMBINATION

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

June 2018

Participation in Webinar Roundtable - \$8.500

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 WEO STRATEGIES FOR MORE PRODUCTIVE AGENTS Roundtable Date: June 20, 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK Roundtable Date: July 25, 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

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

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

OUALITY, CLEANSING, DATA MANAGEMENT

GETTING BIG DATA IN SHAPE -

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Reservations Due: 4/11/18 • Content Due: 4/18/18

June 2018

PROACTIVE CUSTOMER SERVICE:

November 2018

Roundtable Date: October 24, 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

ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES

December 2018

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