

## Best Practices



# Workforce Optimization for More Productive Employees and Happier Customers

Workforce optimization (WFO) solutions, although inward-focused, encompass many different technologies and applications that really cut to the essence of great customer service. Call recording, quality monitoring, workforce management, coaching and elearning, performance management, and even surveys and speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component of any customer-focused enterprise.

In this month's Best Practices section, we focus on WFO options and benefits for your agents and customers.

In *CRM* magazine's **January/February 2018 Issue**

Content Due: **December 10, 2017**

■ Also in Jan/Feb: 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

## 2017/2018 ROUNDTABLES

November 2017

### **BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS**

Roundtable Date: November 1, 2017

### **CUSTOMERS PREFER SELF-SERVICE**

Roundtable Date: November 15, 2017

December 2017

### **2017 CONTACT CENTER INNOVATIONS**

Roundtable Date: December 6, 2017

### **MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI**

Roundtable Date: December 13, 2017

January 2018

### **THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS**

Roundtable Date: January 17, 2018

### **CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS**

Roundtable Date: January 31, 2018

February 2018

### **2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS**

Roundtable Date: February 14, 2018

### **CALL CENTER TO CUSTOMER ENGAGEMENT CENTER**

Roundtable Date: February 28, 2018

March 2018

### **THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING**

Roundtable Date: March 14, 2018

### **SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES**

Roundtable Date: March 21, 2018

April 2018

### **INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE**

Roundtable Date: April 4, 2018

### **GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT**

Roundtable Date: April 25, 2018

May 2018

### **MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE**

Roundtable Date: May 2, 2018

### **ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS**

Roundtable Date: May 9, 2018

### **THE FUNDAMENTALS OF B2B MARKETING**

Roundtable Date: May 23, 2018

## CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE,  
MULTICHANNEL MARKETING PROGRAM

### Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, [www.destinationCRM.com](http://www.destinationCRM.com).

### Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

### Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (45,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 1 month of homepage promotion on [www.destinationCRM.com](http://www.destinationCRM.com) (150,000 visitors per month)
- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on [destinationCRM.com](http://destinationCRM.com) for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, layout, and design

### 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

## ADVERTISING CONTACTS

### Mountain & Pacific

Dennis Sullivan  
Advertising Director  
203-445-9178  
[dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



### 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

January 2018

**2018 MEGATRENDS:  
CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS  
OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES  
FOR MORE PRODUCTIVE AGENTS**  
Reservations Due: 12/3/17 • Content Due: 12/10/17

January 2018

**THE CIO'S ROLE IN CRM:  
INDISPENSABLE PARTNERS IN BUSINESS DECISIONS**  
Roundtable Date: January 17, 2018  
**CUSTOMER COMMUNICATIONS MANAGEMENT:  
THE CORNERSTONE OF CUSTOMER INTERACTIONS**  
Roundtable Date: January 31, 2018

February 2018

**VOICE OF THE CUSTOMER PROGRAMS:  
FROM LISTENING TO ACTION  
THE STATE OF IVRS IN 2018:  
SPEECH ENABLED IVRS ARE THRIVING**  
Reservations Due: 12/22/17 • Content Due: 12/22/17

February 2018

**2018 MEGATRENDS:  
CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS**  
Roundtable Date: February 14, 2018  
**CALL CENTER TO CUSTOMER ENGAGEMENT CENTER**  
Roundtable Date: February 28, 2018

March 2018

**INTELLIGENT CONTACT CENTERS IN 2018:  
AN INDUSTRY UPDATE  
ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR  
MARKETERS**  
Reservations Due: 1/12/18 • Content Due: 1/19/18

March 2018

**THE STATE OF IVRS IN 2018:  
SPEECH ENABLED IVRS ARE THRIVING**  
Roundtable Date: March 14, 2018  
**SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER  
EXPERIENCES**  
Roundtable Date: March 21, 2018

April 2018

**KNOWLEDGE MANAGEMENT:  
CRUCIAL FOR CUSTOMER SERVICE SUCCESS  
THE CIO'S ROLE IN CRM:  
INDISPENSABLE PARTNERS IN BUSINESS DECISIONS**  
Reservations Due: 2/9/18 • Content Due: 2/16/18

April 2018

**INTELLIGENT CONTACT CENTERS IN 2018:  
AN INDUSTRY UPDATE**  
Roundtable Date: April 4, 2018  
**GETTING BIG DATA IN SHAPE –  
QUALITY, CLEANSING, DATA MANAGEMENT**  
Roundtable Date: April 25, 2018

May 2018

**SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER  
EXPERIENCES  
WHAT'S HOT IN SALES ENABLEMENT**  
Reservations Due: 3/13/18 • Content Due: 3/20/18

May 2018

**MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE**  
Roundtable Date: May 2, 2018  
**ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR  
MARKETERS**  
Roundtable Date: May 9, 2018  
**THE FUNDAMENTALS OF B2B MARKETING**  
Roundtable Date: May 23, 2018

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  
**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