

Best Practices

The CIO's Role in CRM:

INDISPENSABLE PARTNERS IN BUSINESS DECISIONS

In many ways, the CIO's role has changed dramatically in the past few years as more cloud-based technology has come online in sales, marketing, and customer service departments.

The traditional role of ensuring technology is deployed on time and on budget has been expanded to include creating value from investments in CRM technologies and related infrastructure.

Join us in this month's installment and share your perspective on how CIOs can partner with their counterparts in sales, marketing, and service to derive more value from customer-facing technologies.

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Also in April: ■ KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS
■ SALESFORCE APPEXCHANGE SOLUTIONS

2018 ROUNDTABLES

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

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

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

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