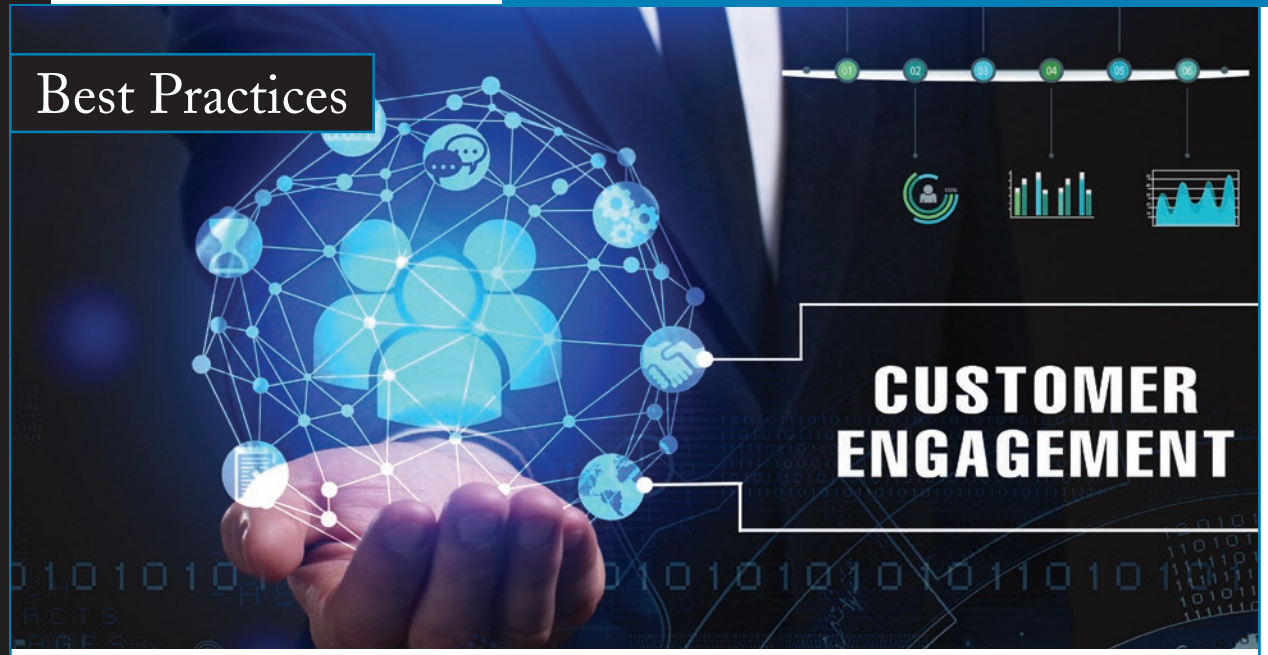
Best Practices



Call Centers to Customer Engagement Centers —Make the Transition Now

Providing seamless customer support across all channels is the goal of most organizations. Unfortunately, many organizations still have not been able to create a true customer engagement model. Agents don't have the information they need; information is still in separate silos and out of reach; and the customers' journeys are still interrupted when they change channels. But some organizations have managed to make the transition, despite facing all of these obstacles. How did they do it?

That's the topic of this month's Best Practices installment, where our readers look to experts who have seen what works and know how to make that transition.

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Content Due: **October 25, 2018**

Also in December: ■ AI-POWERED SALES TEAMS

2018 & 2019 ROUNDTABLES

November 2018

VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION
Roundtable Date: 11/7/18

CRM AND **ECOMMERCE**: A WINNING COMBINATION
Roundtable Date: 11/14/18

December 2018

PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS
Roundtable Date: 12/5/18

TOP 2018 INNOVATIONS IN CRM
Roundtable Date: 12/12/18

January 2019

CRM **MEGATRENDS** TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE
Roundtable Date: 1/23/19

REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS
Roundtable Date: 1/30/19

February 2019

CUSTOMER EXPERIENCE TRANSFORMATION IN 2019
Roundtable Date: 2/13/19

INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES
Roundtable Date: 2/27/19

March 2019

AI AND THE **CONTACT CENTER**: RADICAL REVOLUTION OR METHODICAL EVOLUTION?
Roundtable Date: 3/13/19

DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS
Roundtable Date: 3/27/19

April 2019

KNOWLEDGE MANAGEMENT— FOR MORE INTELLIGENT CUSTOMER SUPPORT
Roundtable Date: 4/10/19

MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**
Roundtable Date: 4/24/19

thought leadership & lead generation

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2019 SCHEDULE & RATES

Standard – *1 page (750 words) $7,500 net*
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Platinum – *4 pages (3,000 words) $16,500 net*

2019 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – *$8,500*

January 2019	CRM **MEGATRENDS** TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE **DATA-DRIVEN RELATIONSHIPS**: THE KEY TO KNOWING YOUR CUSTOMERS *Reservations Due: 11/12/18 • Content Due: 12/7/18*	January 2019 CRM **MEGATRENDS** TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE *Roundtable Date: 1/23/19* REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS *Roundtable Date: 1/30/19*
February 2019	CONVERSATIONAL **AI** FOR BETTER CUSTOMER EXPERIENCES MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS** *Reservations Due: 11/12/18 • Content Due: 12/7/19*	February 2019 **CUSTOMER EXPERIENCE** TRANSFORMATION IN 2019 *Roundtable Date: 2/13/19* INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES *Roundtable Date: 2/27/19*
March 2019	**SMART** CUSTOMER SERVICE **DATA QUALITY**: CRITICAL COMPONENT FOR CRM SUCCESS *Reservations Due: 1/11/19 • Content Due: 1/25/19*	March 2019 **AI** AND THE **CONTACT CENTER**: RADICAL REVOLUTION OR METHODICAL EVOLUTION? *Roundtable Date: 3/13/19* **DATA-DRIVEN RELATIONSHIPS**: THE KEY TO KNOWING YOUR CUSTOMERS *Roundtable Date: 3/27/19*
April 2019	**DIGITAL TRANSFORMATION**: FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM *Reservations Due: 2/11/19 • Content Due: 2/25/19*	April 2019 **KNOWLEDGE MANAGEMENT**—FOR MORE INTELLIGENT CUSTOMER SUPPORT *Roundtable Date: 4/10/19* MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS** *Roundtable Date: 4/24/19*
May 2019	**CUSTOMER EXPERIENCE** TRANSFORMATION IN 2019 WORKFORCE OPTIMIZATION: THE WORKHORSE OF **CONTACT CENTER** MANAGEMENT *Reservations Due: 3/12/19 • Content Due: 3/26/19*	May 2019 THE STATE OF **AI** IN **MARKETING** *Roundtable Date: 5/8/19* **DATA QUALITY**: CRITICAL COMPONENT FOR CRM SUCCESS *Roundtable Date: 5/22/19*
June 2019	**KNOWLEDGE MANAGEMENT**—FOR MORE INTELLIGENT CUSTOMER SUPPORT THE **IVR** IN THE NEW AGE OF **VOICE** *Reservations Due: 4/11/19 • Content Due: 4/25/19*	June 2019 **DIGITAL TRANSFORMATION**: FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS *Roundtable Date: 6/5/2019* TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM *Roundtable Date: 6/19/19*
July 2019	**TOP 100** CRM SOLUTIONS: THE SHORT LISTS **AI** AND THE **CONTACT CENTER**: RADICAL REVOLUTION OR METHODICAL EVOLUTION? *Reservations Due: 5/13/19 • Content Due: 6/7/19*	July 2019 **SMART** CUSTOMER SERVICE *Roundtable Date: 7/17/19* CUSTOMER RELATIONSHIP **MARKETING**: THE NEW CRM *Roundtable Date: 7/31/19*