CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2019 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JANUARY Space Close: 11/13/2018 Ads/Copy: 11/15/2018 Mail Date: 12/28/2018	CRM **Megatrends** to Watch in 2019: Predictions from the Top Leaders Driving Change	**Data-Driven Relationships**: The Key to Knowing Your Customers	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 Space Close: 12/22/2018 Ads/Copy: 12/22/2018 **March Mail Date: 2/14/2019**	Conversational **AI** for Better Customer Experiences	Measuring CX with **Voice of the Customer** and **Journey Analytics**	**Customer Experience** Transformation in 2019 *Roundtable Date: 2/13/19*	**Customer Data Platforms**—Not Data Silos *Roundtable Date: 2/27/19*
MARCH Space Close: 1/14/2019 Ads/Copy: 1/25/2019 Mail Date: 2/14/2019	**Smart** Customer Service	**Data Quality**: Critical Component for CRM Success	**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 Space Close: 2/12/2019 Ads/Copy: 2/25/2019 Mail Date: 3/15/2019	**Digital Transformation**: From **Call Centers** to Customer Engagement Centers	Game Changing **AppExchange Solutions** for Your Salesforce Platform	**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 Space Close: 3/13/2019 Ads/Copy: 3/26/2019 Mail Date: 4/15/2019	**Customer Experience** Transformation in 2019	Workforce Optimization: The Workhorse of **Contact Center** Management	The State of **AI** in **Marketing** *Roundtable Date: 5/8/19*	**Data Quality**: Critical Component for CRM Success *Roundtable Date: 5/22/19*
JUNE Space Close: 4/11/2019 Ads/Copy: 4/18/2019 Mail Date: 5/16/2019	**Knowledge Management**—For More Intelligent Customer Support	The **IVR** in the New Age of **Voice**	**Digital Transformation**: From **Call Centers** to Customer Engagement Centers *Roundtable Date: 6/5/2019*	Game-Changing **AppExchange Solutions** for Your Salesforce Platform *Roundtable Date: 6/19/19*

Schedule is subject to change.

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2019 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Hot Topic Roundtable Webcasts	
JULY Space Close: 5/14/2019 Ads/Copy: 5/31/2019 Mail Date: 6/27/2019	**Top 100** CRM Solutions: The Short Lists	**AI** and the **Contact Center**: Radical Revolution or Methodical Evolution?	**Smart** Customer Service *Roundtable Date: 7/17/19*	Customer Relationship **Marketing**: The New CRM *Roundtable Date: 7/31/19*
AUGUST Space Close: 6/10/2019 Ads/Copy: 6/17/2019 **Sept Mail Date:** 8/15/2019	The Essential Guide to Creating Efficient **Customer Journeys**	**Customer Data Platforms**—Not Data Silos	Conversational **AI** for Better Customer Experiences *Roundtable Date: 8/7/19*	Workforce Optimization: The Workhorse of **Contact Center** Management *Roundtable Date: 8/21/19*
SEPTEMBER Space Close: 7/15/2019 Ads/Copy: 7/19/2019 Mail Date: 8/15/2019	Superior Decision Making with Customer **Analytics**	Leading **Self-Service** Customer Support Trends	**Customer Engagement**—Predictor or Driver of Customer Value? *Roundtable Date: 9/11/19*	The **IVR** in the New Age of **Voice** *Roundtable Date: 9/25/19*
OCTOBER Space Close: 8/12/2019 Ads/ Copy: 8/16/2019 Mail Date: 9/12/2019	The State of **AI** in **Marketing**	Real-Time **Analytics** for Better Customer Experiences and More Loyal Customers	The Essential Guide to Creating Efficient **Customer Journeys** *Roundtable Date: 10/9/19*	Leading **Self-Service** Customer Support Trends *Roundtable Date: 10/23/19*
NOVEMBER Space Close: 9/12/2019 Ads/Copy: 9/18/2019 Mail Date: 10/15/2019	**Customer Engagement**—Predictor or Driver of Customer Value?	Customer Relationship **Marketing**: The New CRM	2019 **Contact Center** Innovations *Roundtable Date: 11/6/19*	**AI**-Assisted **Sales** in the **B2B** Marketplace *Roundtable Date: 11/13/19*
DECEMBER Space Close: 10/15/2019 Ads/Copy: 10/21/2019 Mail Date: 11/15/2019	2019 **Contact Center** Innovations	**AI**-Assisted **Sales** in the **B2B** Marketplace	Superior Decision Making with Customer **Analytics** *Roundtable Date: 12/4/19*	CRM Cloud **Platforms** for SMBs *Roundtable Date: 12/11/19*

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2019 **BEST PRACTICES** DEEP DIVES

JANUARY 2019 ONLINE
(JAN/FEB ISSUE)

➜ **CRM Megatrends to Watch in 2019: Predictions from the Top Leaders Driving Change**
Our annual megatrends installment is one of the most highly read and downloaded Best Practices guides of the year. Our audience is always enthusiastic to get a preview of what key vendors predict will be the breakout trends in the following 12 months. This year will be even more interesting as artificial intelligence and machine learning attract new market entries and plenty of media coverage. Are we missing something? What are your predictions for what will be the key trends in 2019?

Roundtable Date: 1/24/19

➜ **Data-Driven Relationships: The Key to Knowing Your Customers**
No matter what business you're in, you need to know your customers. Which segments of your customer base represent your best customers? Which customers are in danger of defecting? What can be done to attract prospects who fit your typical customer profile but haven't yet purchased from you? If you can help our readers recognize, segment, personalize, and influence their customer bases and prospect pools with data-driven insights, then join us for the first installment of its kind in our Best Practices Series.

Roundtable Date: 3/21/19

FEBRUARY 2019 ONLINE
(JAN/FEB ISSUE)

➜ **Conversational AI for Better Customer Experiences**
The next big thing in customer experience (CX) is conversational artificial intelligence (AI), which is projected to grow from $2.7 billion in 2018 to more than $11 billion by 2023. When it comes to self-service, customers want highly personalized, data-driven digital experiences, and conversational AI is poised to fill that need with advanced voice interfaces and chatbot technologies. By one prediction, over 85% of business interactions are expected to be managed without a human by 2020. Join us in this new Best Practices topic and educate our readers on how they can leverage these new technologies to build better experiences for their customers.

Roundtable Date: 8/7/19

➜ **Measuring CX with Voice of the Customer and Journey Analytics**
How successful is a company in delighting its customers by providing great experiences? The answer to this question can be the difference between an organization's success or failure, as it can provide the feedback necessary to make course corrections and stay on track by continuously improving customers' experiences and refining their journey.

Roundtable Date: 4/24/19

MARCH 2019

➜ **Data Quality: Critical Component for CRM Success**
The issues surrounding data quality, data cleansing, data appending, master data management, and all things data-related are getting ever more complex, especially with privacy and compliance regulations like the General Data Protection Regulation. This is an extremely important topic for our readers and will only become more critical as more localities enact legislation. Share your expertise with our readers so they can not only be compliant but reap the benefits of clean data, including what that means for creating better customer experiences and business practices.

Roundtable Date: 5/22/19

➜ **Smart Customer Service**
There have been tremendous advances in customer service over the past decade, and this is your opportunity to educate our readers on how to take advantage of the technologies and processes that are most significant in driving change and value. Smart customer service encompasses the move to an omnichannel environment and the harnessing of data and automation technologies like artificial intelligence and machine learning, powerful tools that have changed the support landscape forever.

Roundtable Date: 7/17/19

APRIL 2019

➜ **Digital Transformation: From Call Centers to Customer Engagement Centers**
Arguably no other area of the enterprise has evolved more over the past decade than what used to be referred to as the call center. Digital transformation has consolidated all of the customer communication channels, including voice, into a comprehensive system for omnichannel customer service and support, which makes for a seamless communications environment. Add smart technologies like artificial intelligence and machine learning and the newly envisioned customer engagement center promises to be the model of customer support and communications for the foreseeable future.

Roundtable Date: 6/5/19

➜ **Game-Changing AppExchange Solutions for Your Salesforce Platform**
Nine out of 10 Salesforce customers are using apps from the AppExchange, with more than 5 million apps installed. The AppExchange marketplace has done an amazing job of helping customers find and implement applications for every use. But the breadth, depth, and even success of the AppExchange marketplace can make it hard to stand out from the crowd. This annual installment of our Best Practices Series allows you to reach readers in a contextually relevant environment where you can explain your business value, offer success stories, and highlight the features and benefits of your solution away from the noise and distraction of the marketplace itself.

Roundtable Date: 6/19/19

Updated 11/12/2018

2019 **BEST PRACTICES** DEEP DIVES *(cont.)*

MAY 2019

Customer Experience Transformation in 2019
Investment in advanced analytics tools that drive customer experience transformation has taken off. According to Gartner, 50% of agent interactions are influenced by real-time analytics. As analytics tool mature and get better at making highly personalized predictions and recommendations, customer experiences will be truly transformed with far more productive agents and intelligent bots.

Roundtable Date: 2/13/19

Workforce Optimization: The Workhorse of Contact Center Management
Workforce optimization (WFO) solutions and procedures are the backbone of running an efficient call center. WFO applications handle everything from call recording to workforce management, performance management, quality monitoring, surveying, speech analytics, and even coaching and eLearning. The technology brings together and reports on many different functions within the enterprise—from the call center to the back office. Join us in this installment and share your Best Practices for workforce optimization with our engaged readership.

Roundtable Date: 8/21/19

JUNE 2019

Knowledge Management— For More Intelligent Customer Support
Knowledge management (KM) has been around since the 1990s, when organizations started taking the capture, organization, and sharing of information seriously. As customer support heads into the future with artificial intelligence, machine learning, and other technologies promising fantastic outcomes, what will the future KM look like, and what role will it play?

Roundtable Date: 4/11/19

The IVR in the New Age of Voice
The traditional heavy lifter of customer communications has been the technology known as interactive voice response (IVR), which allows computers to interact with customers through the use of voice and touch tones. In many ways, IVRs have been overwhelmed by the proliferation of new channels that have come online— like chat, SMS, and co-browsing—but many experts feel that IVRs are about to make a major resurgence as the customer's channel of choice.

Roundtable Date: 9/25/19

JULY 2019

Top 100 CRM Solutions: The Short Lists *(Print & Online Only)*
This CRM Buyers Guide and Directory is the ultimate resource for any company doing research on CRM-related solutions in every category touching customer relationship management. Online listings are fully integrated with all content on our site, individual PDFs are available for download, and all participants get benefits that are detailed in this opportunity's dedicated brochure and online demo.

AI and the Contact Center: Radical Revolution or Methodical Evolution?
According to Gartner, "By 2019, artificial intelligence platform services will cannibalize revenues for 30% of market-leading companies servicing contact centers." AI will affect technologies in every corner of the contact center—speech recognition, workforce optimization, knowledge management, predictive analytics, and all manner of customer-facing and agent-assisting technologies. Now is the time to start developing a long-term, cross-organizational AI road map, no matter what corner of the organization you are in.

Roundtable Date: 3/7/19

AUGUST 2019

The Essential Guide to Creating Efficient Customer Journeys
Customer journey mapping and subsequent customer journey analysis are essential to creating customer paths that allow flexibility for exceptions but efficiency for the masses. This installment of our Best Practices Series will serve to guide our readers toward creating customer journeys that yield the best results for their businesses.

Roundtable Date: 10/9/19

Customer Data Platforms— Not Data Silos
Customer Data Platforms (CDPs) allow smooth data integration across channels helping to eliminate data silos, platform fragmentation, and desynchronization, and ensure that consumer data is actionable and available to teams across departments. CDPs are particularly important to marketers presenting a unified customer database integrating customer data from websites, vendor systems, customer service, and other systems. Join us for this first ever Best Practices Guide to customer data platforms and tell our readers how CDPs can eliminate data silos and present a unified view of their customers.

Roundtable Date: 2/28/19

2019 **BEST PRACTICES** DEEP DIVES *(cont.)*

SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019

SEPTEMBER 2019

➔ Superior Decision Making with Customer Analytics

There have been so many advances in customer analytic tools and applications in recent years that it's hard to overstate their importance when it comes to understanding your customers and predicting their future behavior. Everything from increasing customer loyalty to the effectiveness of marketing campaigns can be vastly improved by better decision making with the help of customer data analytics.

Roundtable Date: 12/4/19

➔ Leading Self-Service Customer Support Trends in 2019

Customer service is more important than ever for driving loyalty and value for an organization, no matter the channel. In this Best Practices installment, we will look at the top self-service trends driving customer support in the age of connected, mobile customers with very high expectations.

Roundtable Date: 10/23/19

OCTOBER 2019

➔ The State of AI in Marketing

This month's Best Practices Deep Dive will look at the state of artificial intelligence (AI) in marketing and how leading marketers are harnessing the power of AI to make the most of their customer data. We will be looking at what is possible now, what the near future promises, and how marketers can prepare for the inevitability of AI to fundamentally change the marketing world.

Roundtable Date: 5/22/19

➔ Real-Time Analytics for Better Customer Experiences and More Loyal Customers

There has been a huge investment by enterprises in real-time analytics over the past year, and with good reason: According to HBR Analytic Services, 58% of enterprises are seeing a significant increase in customer retention and loyalty as a result of using customer analytics, and 44% of enterprises are gaining new customers and increasing revenue as a result of adopting and integrating customer analytics into their operations. If you have a success story or information to share with our audience on real-time analytics, this installment will give you that unfiltered opportunity.

Roundtable Date: 1/31/19

NOVEMBER 2019

➔ Customer Engagement— Predictor or Driver of Customer Value?

Customer engagement is a term that can be lost amid the buzzwords that experts bandy about when discussing business concepts at a high level. But many industry experts place customer engagement firmly in the realm of predicting (or driving) cross-selling, upselling, and order size. It also predicts (or drives) customer loyalty, which also has a huge impact on profit margins through reduced churn, more receptive messaging, and the likelihood of creating brand advocates. Join us in this Best Practices installment and give our readers your insights into creating better customer engagement between brands and customers.

Roundtable Date: 9/11/19

➔ Customer Relationship Marketing: The New CRM

While certainly related to customer relationship management, customer relationship marketing is more focused on building brand loyalty through the use of targeted marketing strategies. It starts with the first brand encounter, extends through the first sale, and, if done right, creates a long-term relationship that is the essence of customer loyalty. How can your solution help foster a systematic connection with customers that doesn't feel robotic?

Roundtable Date: 7/31/19

DECEMBER 2019

➔ 2019 Contact Center Innovations

What were the breakout trends in the contact center in 2019? This Best Practices Guide will uncover which trends firmly took hold in 2019 and which trends are poised to play a bigger role in 2020. Our readers are anxious to find out.

Roundtable Date: 11/6/19

➔ AI-Assisted Sales in the B2B Marketplace

B2B sales is difficult. Buyers are generally well versed in product and market information before the seller is ever contacted. The result is that the role of a salesperson in a business-to-business environment has changed, and artificial intelligence can help them better adapt to their new reality by offloading low-priority tasks like data entry, scheduling, and even sales forecasting. But saving time on clerical tasks pales compared to the ability to affect top-line revenue with better lead generation, prioritizing of sales opportunities, delivery of personalized marketing content, and suggested responses during live conversations or written messages with prospects. AI-assisted sales can help aggregate the wisdom of what has worked in the past to help capitalize on techniques and processes that close business.

Roundtable Date: 11/13/19