Best Practices



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 this first-ever installment in our Best Practices Series.

Roundtable Date: 3/27/19

Published in **January/February 2019** *CRM* magazine

Content Due: **December 10, 2018**

Also in January/February: ■ CRM MEGATRENDS TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

2018 & 2019 ROUNDTABLES

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

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

thought leadership & lead generation

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2019 SCHEDULE & RATES

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2019 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – *$8,500*

2019 SCHEDULE & RATES	2019 ROUNDTABLE SCHEDULE
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*