

## Best Practices



# 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*

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

Content Due: **December 10, 2018**

Also in January/February: ■ DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS

## 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*

### CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE,  
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- 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

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#### 2019 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

#### 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 METHODOLOGICAL 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 METHODOLOGICAL 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