

Best Practices



SELF
SERVICE

CUSTOMERS PREFER SELF-SERVICE

The evidence is overwhelming.

- 67% of customers prefer self-service as their channel for finding answers.
- 91% of customers would use self-service if it were available.
- 40% of customers who contact call centers only do so after they have tried to use self-service.

So companies better deliver online. The good news is that providing exceptional self-service options is also good for the bottom line.

This Guide offers our readers different self-service options and the business case for investing in self-service solutions. Join us!

Roundtable Date: November 15, 2017, at 2:00 p.m.

In *CRM* magazine's **October 2017 Issue**

Content Due: **August 25, 2017**

■ Also in October: VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS

2017 ROUNDTABLES

July 2017

SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

Roundtable Date: July 12, 2017

USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS

Roundtable Date: July 26, 2017

August 2017

THE INTERSECTION OF ECOMMERCE AND CRM

Roundtable Date: August 2, 2017

LEVERAGING SALESFORCE APPEXCHANGE FOR SALES & MARKETING

Roundtable Date: August 16, 2017

PREDICTIVE & PRESCRIPTIVE ANALYTICS

Roundtable Date: August 23, 2017

September 2017

PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS

Roundtable Date: September 13, 2017

WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS

Roundtable Date: September 27, 2017

October 2017

CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY

Roundtable Date: October 11, 2017

THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS

Roundtable Date: October 25, 2017

November 2017

BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS

Roundtable Date: November 1, 2017

CUSTOMERS PREFER SELF-SERVICE

Roundtable Date: November 15, 2017

December 2017

2017 CONTACT CENTER INNOVATIONS

Roundtable Date: December 6, 2017

MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI

Roundtable Date: December 13, 2017

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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>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</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p>June 2017 SMART CUSTOMER SERVICE ENGAGES CUSTOMERS SALES TOOLS THAT HELP DRIVE REVENUE Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017 THE PROMISE OF WEBRTC IN THE CONTACT CENTER Roundtable Date: June 7, 2017 CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES Roundtable Date: June 21, 2017</p>
<p>July 2017 VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES BUYER'S GUIDE CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017 SMART CUSTOMER SERVICE ENGAGES CUSTOMERS Roundtable Date: July 12, 2017 USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS Roundtable Date: July 26, 2017</p>
<p>August 2017 LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS Reservations Due: 6/2/17 • Content Due: 6/16/17</p>	<p>August 2017 THE INTERSECTION OF ECOMMERCE AND CRM Roundtable Date: August 2, 2017 LEVERAGING SALESFORCE APPEXCHANGE FOR SALES & MARKETING Roundtable Date: August 16, 2017 PREDICTIVE & PRESCRIPTIVE ANALYTICS Roundtable Date: August 23, 2017</p>
<p>September 2017 2017 CONTACT CENTER INNOVATIONS THE INTERSECTION OF E-COMMERCE AND CRM Reservations Due: 6/30/17 • Content Due: 7/19/17</p>	<p>September 2017 PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS Roundtable Date: September 13, 2017 WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS Roundtable Date: September 27, 2017</p>
<p>October 2017 USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS CUSTOMERS PREFER SELF-SERVICE Reservations Due: 8/4/17 • Content Due: 8/18/17</p>	<p>October 2017 CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY Roundtable Date: October 11, 2017 THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS Roundtable Date: October 25, 2017</p>
<p>November 2017 THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI Reservations Due: 9/1/17 • Content Due: 9/18/17</p>	<p>November 2017 BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS Roundtable Date: November 1, 2017 CUSTOMERS PREFER SELF-SERVICE Roundtable Date: November 15, 2017</p>
<p>December 2017 BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS Reservations Due: 10/6/17 • Content Due: 10/19/17</p>	<p>December 2017 2017 CONTACT CENTER INNOVATIONS Roundtable Date: December 6, 2017 MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI Roundtable Date: December 13, 2017</p>