

Best Practices



Workforce Optimization for More Productive Employees and Happier Customers

Workforce optimization (WFO) solutions, although inward-focused, encompass many different technologies and applications that really cut to the essence of great customer service. Call recording, quality monitoring, workforce management, coaching and elearning, performance management, and even surveys and speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component of any customer-focused enterprise.

In this month's Best Practices section, we focus on WFO options and benefits for your agents and customers.

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

Content Due: **October 25, 2017**

■ Also in December: BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS

2017/2018 ROUNDTABLES

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

January 2018

THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS

Roundtable Date: January 17, 2018

CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS

Roundtable Date: January 31, 2018

February 2018

2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

Roundtable Date: February 14, 2018

CALL CENTER TO CUSTOMER ENGAGEMENT CENTER

Roundtable Date: February 28, 2018

March 2018

THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING

Roundtable Date: March 14, 2018

SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES

Roundtable Date: March 21, 2018

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT

Roundtable Date: April 25, 2018

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

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Your editorial topics can range from:

- 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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2018 SCHEDULE & RATES	2018 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>January 2018 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Reservations Due: 11/8/17 • Content Due: 11/15/17</p>	<p>Participation in Webinar Roundtable – \$8,500</p> <p>January 2018 THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS Roundtable Date: January 17, 2018 CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Roundtable Date: January 31, 2018</p>
<p>February 2018 VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Reservations Due: 12/22/17 • Content Due: 12/22/17</p>	<p>February 2018 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS Roundtable Date: February 14, 2018 CALL CENTER TO CUSTOMER ENGAGEMENT CENTER Roundtable Date: February 28, 2018</p>
<p>March 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Reservations Due: 1/12/18 • Content Due: 1/19/18</p>	<p>March 2018 THE STATE OF IVRS IN 2018: SPEECH ENABLED IVRS ARE THRIVING Roundtable Date: March 14, 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES Roundtable Date: March 21, 2018</p>
<p>April 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS THE CIO'S ROLE IN CRM: INDISPENSABLE PARTNERS IN BUSINESS DECISIONS Reservations Due: 2/9/18 • Content Due: 2/16/18</p>	<p>April 2018 INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE Roundtable Date: April 4, 2018 GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Roundtable Date: April 25, 2018</p>
<p>May 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES WHAT'S HOT IN SALES ENABLEMENT Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p>May 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE Roundtable Date: May 2, 2018 ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Roundtable Date: May 9, 2018 THE FUNDAMENTALS OF B2B MARKETING Roundtable Date: May 23, 2018</p>
<p>June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p>June 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS Roundtable Date: June 6, 2018 OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Roundtable Date: June 20, 2018</p>
<p>July 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p>July 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS Roundtable Date: July 11, 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK Roundtable Date: July 25, 2018</p>