

## Best Practices



# Mobile Customer Service: The First Line of Service

As smartphones have clearly become the preeminent mode of communication, the notion of delivering customer service via mobile devices has really taken off. Searches on mobile devices will exceed those on desktop computers by 28 billion inquiries in 2017. Sixty-three percent of U.S. adults use mobile devices at least several times per month to seek customer support, and 90 percent have had poor experiences doing so. Clearly, there is much work to be done in improving the mobile customer service channel.

Join us in this Best Practices installment and present your case studies, recommendations, and strategies for delivering amazing customer experiences on mobile devices.

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Also in August (Online) and September (Print):

- ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES
- ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

## 2018 ROUNDTABLES

July 2018

### SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

### CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

August 2018

### BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE

Roundtable Date: August 1, 2018

### HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

Roundtable Date: August 15, 2018

### AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018

September 2018

### WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

### TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

Roundtable Date: September 26, 2018

October 2018

### ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

Roundtable Date: October 3, 2018

### 2018 CONTACT CENTER INNOVATIONS

Roundtable Date: October 10, 2018

### ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: October 24, 2018

November 2018

### VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION

Roundtable Date: November 7, 2018

### CRM AND ECOMMERCE: A WINNING COMBINATION

Roundtable Date: November 14, 2018

December 2018

### PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS

Roundtable Date: December 5, 2018

### TOP 2018 INNOVATIONS IN CRM

Roundtable Date: December 12, 2018

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- Successful customer case studies
- Your company's unique value proposition or market position
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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>Participation in Webinar Roundtable – \$8,500</p>
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<p><b>July 2018</b> <b>TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE</b> <b>CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS</b> Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p><b>July 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> Roundtable Date: July 11, 2018 <b>CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK</b> Roundtable Date: July 25, 2018</p>
<p><b>August 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 6/10/18 • Content Due: 6/17/18</p>	<p><b>August 2018</b> <b>BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE</b> Roundtable Date: August 1, 2018 <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> Roundtable Date: August 15, 2018 <b>AI-POWERED SALES TEAMS</b> Roundtable Date: August 29, 2018</p>
<p><b>September 2018</b> <b>2018 CONTACT CENTER INNOVATIONS</b> <b>BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE</b> <b>CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 7/12/18 • Content Due: 7/19/18</p>	<p><b>September 2018</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> Roundtable Date: September 12, 2018 <b>TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE</b> Roundtable Date: September 26, 2018</p>
<p><b>October 2018</b> <b>PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS</b> <b>CRM AND ECOMMERCE: A WINNING COMBINATION</b> Reservations Due: 8/10/18 • Content Due: 8/17/18</p>	<p><b>October 2018</b> <b>ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE</b> Roundtable Date: October 3, 2018 <b>2018 CONTACT CENTER INNOVATIONS</b> Roundtable Date: October 10, 2018 <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> Roundtable Date: October 24, 2018</p>
<p><b>November 2018</b> <b>CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK</b> <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> Reservations Due: 9/11/18 • Content Due: 9/18/18</p>	<p><b>November 2018</b> <b>VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION</b> Roundtable Date: November 7, 2018 <b>CRM AND ECOMMERCE: A WINNING COMBINATION</b> Roundtable Date: November 14, 2018</p>
<p><b>December 2018</b> <b>CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS—MAKE THE TRANSITION NOW</b> <b>AI-POWERED SALES TEAMS</b> Reservations Due: 10/11/18 • Content Due: 10/18/18</p>	<p><b>December 2018</b> <b>PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS</b> Roundtable Date: December 5, 2018 <b>TOP 2018 INNOVATIONS IN CRM</b> Roundtable Date: December 12, 2018</p>