

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 **January/February 2018 Issue**

Content Due: **December 10, 2017**

■ Also in Jan/Feb: 2018 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

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

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE,
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Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

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- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

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- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) – you get the leads
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- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, layout, and design

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

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

2018 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

January 2018

**2018 MEGATRENDS:
CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS**
**OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES
FOR MORE PRODUCTIVE AGENTS**
Reservations Due: 12/3/17 • Content Due: 12/10/17

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

**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

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

**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

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

**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

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

**SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER
EXPERIENCES**
WHAT'S HOT IN SALES ENABLEMENT
Reservations Due: 3/13/18 • Content Due: 3/20/18

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

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

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

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

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS
Roundtable Date: July 11, 2018
CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK
Roundtable Date: July 25, 2018