

Best Practices



Smooth Customer Journeys Deliver Smooth Customer Experiences

Creating smooth customer journeys starts with mapping the various stages that customers must follow on the passage from prospect to customer to service client or repeat customer. These journeys can be simple or quite complex, but every customer journey needs to be carefully examined and scripted to ensure the experience is smooth and customer momentum is sustained.

Join our Best Practices installment and share your insights, case studies, or experiences on improving and refining customer journey efforts.

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Also in May: ■ WHAT'S HOT IN SALES ENABLEMENT

2018 ROUNDTABLES

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

June 2018

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Roundtable Date: June 6, 2018

SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

Roundtable Date: June 13, 2018

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Roundtable Date: June 20, 2018

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

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Roundtable Date: August 15, 2018

AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018

September 2018

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