

## Best Practices

# Getting BIG DATA in Shape: QUALITY, CLEANSING, AND DATA MANAGEMENT

What shape is your data in? Is it ready to support the business analytics initiatives you're planning in 2018?

In this Best Practices topic, we are looking for recommendations that our readers can use to prepare their data to provide relevant insights. What are the issues that need to be addressed when improving data quality, cleansing imperfect or incomplete data, and creating a master data management strategy that will yield meaningful results? This installment focuses on all of the issues affecting data quality.

*Roundtable Date: April 25, 2018*

Published in **June 2018 CRM** magazine | Content Due: **April 22, 2018**

Also in June: ■ SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

## 2018 ROUNDTABLES

April 2018

### INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

*Roundtable Date: April 4, 2018*

### GETTING BIG DATA IN SHAPE — QUALITY, CLEANSING, AND 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

### KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

*Roundtable Date: June 6, 2018*

### SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

*Roundtable Date: June 13, 2018*

### OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS

*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*

### 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*

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2018 SCHEDULE & RATES	2018 ROUNDTABLE SCHEDULE
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<p><b>May 2018</b> <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p><b>May 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> Roundtable Date: May 2, 2018 <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> Roundtable Date: May 9, 2018 <b>THE FUNDAMENTALS OF B2B MARKETING</b> Roundtable Date: May 23, 2018</p>
<p><b>June 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p><b>June 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> Roundtable Date: June 6, 2018 <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> Roundtable Date: June 13, 2018 <b>OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS</b> Roundtable Date: June 20, 2018</p>
<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>
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