

## Best Practices

# Customer Communications Management: The Cornerstone of Customer Interactions

Communicating with customers is the goal behind most of the large initiatives organizations have started in the past few years.

Customer experience, omnichannel support, and all manner of relationship-building happen through good, solid communications. But managing the process of delivering personalized, consistent, and compliant communications to customers through many channels and devices can be extremely difficult.

Our readers are struggling to manage complex, enterprise-scale customer communications content at scale.

**In this new addition to CRM magazine's monthly Best Practices topics, we take a look at how and why a comprehensive CCM solution can improve all customer relationships.**

Published in **July/August 2018** CRM magazine | Content Due: **June 10, 2018**

Also in July/August: ■ TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

## 2018 ROUNDTABLES

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

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

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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
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	Participation in Webinar Roundtable – \$8,500
<b>May 2018</b> <b>SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> <i>Reservations Due: 3/13/18 • Content Due: 3/20/18</i>	<b>May 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> <i>Roundtable Date: May 2, 2018</i> <b>ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS</b> <i>Roundtable Date: May 9, 2018</i> <b>THE FUNDAMENTALS OF B2B MARKETING</b> <i>Roundtable Date: May 23, 2018</i>
<b>June 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> <b>GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT</b> <i>Reservations Due: 4/11/18 • Content Due: 4/18/18</i>	<b>June 2018</b> <b>KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS</b> <i>Roundtable Date: June 6, 2018</i> <b>SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES &amp; MARKETING</b> <i>Roundtable Date: June 13, 2018</i> <b>OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS</b> <i>Roundtable Date: June 20, 2018</i>
<b>July 2018</b> <b>TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE</b> <b>CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS</b> <i>Reservations Due: 5/10/18 • Content Due: 5/17/18</i>	<b>July 2018</b> <b>SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS</b> <i>Roundtable Date: July 11, 2018</i> <b>CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK</b> <i>Roundtable Date: July 25, 2018</i>
<b>August 2018</b> <b>MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE</b> <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> <i>Reservations Due: 6/10/18 • Content Due: 6/17/18</i>	<b>August 2018</b> <b>BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE</b> <i>Roundtable Date: August 1, 2018</i> <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> <i>Roundtable Date: August 15, 2018</i> <b>AI-POWERED SALES TEAMS</b> <i>Roundtable Date: August 29, 2018</i>
<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> <i>Reservations Due: 7/12/18 • Content Due: 7/19/18</i>	<b>September 2018</b> <b>WHAT'S HOT IN SALES ENABLEMENT</b> <i>Roundtable Date: September 12, 2018</i> <b>TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE</b> <i>Roundtable Date: September 26, 2018</i>
<b>October 2018</b> <b>PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS</b> <b>CRM AND ECOMMERCE: A WINNING COMBINATION</b> <i>Reservations Due: 8/10/18 • Content Due: 8/17/18</i>	<b>October 2018</b> <b>ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE</b> <i>Roundtable Date: October 3, 2018</i> <b>2018 CONTACT CENTER INNOVATIONS</b> <i>Roundtable Date: October 10, 2018</i> <b>ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES</b> <i>Roundtable Date: October 24, 2018</i>
<b>November 2018</b> <b>CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK</b> <b>HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES</b> <i>Reservations Due: 9/11/18 • Content Due: 9/18/18</i>	<b>November 2018</b> <b>VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION</b> <i>Roundtable Date: November 7, 2018</i> <b>CRM AND ECOMMERCE: A WINNING COMBINATION</b> <i>Roundtable Date: November 14, 2018</i>