

## Best Practices

# Measuring CX with Voice of the Customer and Journey Analytics

How successful is a company in delighting its customers by providing great experiences?

The answer to this question can be the difference between an organization's success or failure, as it can provide the feedback necessary to make course corrections and stay on track by continuously improving customers' experiences and refining their journeys.

Join us in this Best Practices installment and educate our readers with your insights for measuring customer experiences with VoC and customer journey analytics.

*Roundtable Date: 4/24/19*

Published in **March 2019** CRM magazine

Content Due: **January 20, 2019**

Also in March: ■ CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES

## 2018 & 2019 ROUNDTABLES

December 2018

**PROACTIVE** CUSTOMER SERVICE:  
ANTICIPATING CUSTOMER NEEDS  
*Roundtable Date: 12/5/18*

**TOP 2018 INNOVATIONS** IN CRM  
*Roundtable Date: 12/12/18*

January 2019

CRM **MEGATRENDS** TO WATCH IN 2019:  
PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE  
*Roundtable Date: 1/23/19*

REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER  
EXPERIENCES AND MORE LOYAL CUSTOMERS  
*Roundtable Date: 1/30/19*

February 2019

**CUSTOMER EXPERIENCE** TRANSFORMATION IN 2019  
*Roundtable Date: 2/13/19*

INVALUABLE **SALES ENABLEMENT** TOOLS THAT  
ACTUALLY BOOST SALES  
*Roundtable Date: 2/27/19*

March 2019

**AI** AND THE **CONTACT CENTER**:  
RADICAL REVOLUTION OR METHODOICAL EVOLUTION?  
*Roundtable Date: 3/13/19*

**DATA-DRIVEN RELATIONSHIPS**:  
THE KEY TO KNOWING YOUR CUSTOMERS  
*Roundtable Date: 3/27/19*

April 2019

**KNOWLEDGE MANAGEMENT**—  
FOR MORE INTELLIGENT CUSTOMER SUPPORT  
*Roundtable Date: 4/10/19*

MEASURING CX WITH **VOICE OF THE CUSTOMER**  
AND **JOURNEY ANALYTICS**  
*Roundtable Date: 4/24/19*

May 2019

THE STATE OF **AI** IN **MARKETING**  
*Roundtable Date: 5/8/19*

**DATA QUALITY**: CRITICAL COMPONENT FOR CRM SUCCESS  
*Roundtable Date: 5/22/19*

### CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE,  
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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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#### 2019 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

#### 2019 ROUNDTABLE SCHEDULE

Participation in  
Webinar Roundtable – \$8,500

#### January 2019

CRM MEGATRENDS TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

**DATA-DRIVEN RELATIONSHIPS:** THE KEY TO KNOWING YOUR CUSTOMERS

Reservations Due: 11/12/18 • Content Due: 12/7/18

#### January 2019

CRM MEGATRENDS TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

Roundtable Date: 1/23/19  
REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS  
Roundtable Date: 1/30/19

#### February 2019

CONVERSATIONAL **AI** FOR BETTER CUSTOMER EXPERIENCES  
MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**

Reservations Due: 11/12/18 • Content Due: 12/7/19

#### February 2019

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Roundtable Date: 2/13/19  
INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES  
Roundtable Date: 2/27/19

#### March 2019

**SMART** CUSTOMER SERVICE

**DATA QUALITY:** CRITICAL COMPONENT FOR CRM SUCCESS

Reservations Due: 1/11/19 • Content Due: 1/25/19

#### March 2019

**AI** AND THE **CONTACT CENTER:** RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION?  
Roundtable Date: 3/13/19

**DATA-DRIVEN RELATIONSHIPS:** THE KEY TO KNOWING YOUR CUSTOMERS  
Roundtable Date: 3/27/19

#### April 2019

**DIGITAL TRANSFORMATION:** FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS  
TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM

Reservations Due: 2/11/19 • Content Due: 2/25/19

#### April 2019

**KNOWLEDGE MANAGEMENT**—FOR MORE INTELLIGENT CUSTOMER SUPPORT  
Roundtable Date: 4/10/19  
MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**  
Roundtable Date: 4/24/19

#### May 2019

**CUSTOMER EXPERIENCE** TRANSFORMATION IN 2019  
WORKFORCE OPTIMIZATION: THE WORKHORSE OF **CONTACT CENTER** MANAGEMENT

Reservations Due: 3/12/19 • Content Due: 3/26/19

#### May 2019

THE STATE OF **AI** IN **MARKETING**  
Roundtable Date: 5/8/19  
**DATA QUALITY:** CRITICAL COMPONENT FOR CRM SUCCESS  
Roundtable Date: 5/22/19

#### June 2019

**KNOWLEDGE MANAGEMENT**—FOR MORE INTELLIGENT CUSTOMER SUPPORT  
THE **IVR** IN THE NEW AGE OF **VOICE**

Reservations Due: 4/11/19 • Content Due: 4/25/19

#### June 2019

**DIGITAL TRANSFORMATION:** FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS  
Roundtable Date: 6/5/2019  
TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM  
Roundtable Date: 6/19/19

#### July 2019

**TOP 100** CRM SOLUTIONS: THE SHORT LISTS  
**AI** AND THE **CONTACT CENTER:** RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION?

Reservations Due: 5/13/19 • Content Due: 6/7/19

#### July 2019

**SMART** CUSTOMER SERVICE  
Roundtable Date: 7/17/19  
CUSTOMER RELATIONSHIP **MARKETING:** THE NEW CRM  
Roundtable Date: 7/31/19