

Best Practices

DATA QUALITY:

Critical Component for CRM Success

The issues surrounding data quality, data cleansing, data appending, master data management, and all things data-related are getting ever more complex, especially with privacy and compliance regulations like the General Data Protection Regulation. This is an extremely important topic for our readers and will only become more critical as more localities enact legislation.

Share your expertise with our readers so they can not only be compliant but reap the benefits of clean data, including what that means for creating better customer experiences and business practices.

Roundtable Date: 5/22/19

Published in **March 2019** CRM magazine

Content Due: **January 20, 2019**

Also in March: ■ SMART CUSTOMER SERVICE

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

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2019 SCHEDULE & RATES	2019 ROUNDTABLE SCHEDULE
<p>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</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
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<p>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</p>	<p>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</p>
<p>March 2019 SMART CUSTOMER SERVICE DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS Reservations Due: 1/11/19 • Content Due: 1/25/19</p>	<p>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</p>
<p>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</p>	<p>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</p>
<p>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</p>	<p>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</p>
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<p>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</p>	<p>July 2019 SMART CUSTOMER SERVICE Roundtable Date: 7/17/19 CUSTOMER RELATIONSHIP MARKETING: THE NEW CRM Roundtable Date: 7/31/19</p>