

Best Practices



Knowledge Management— For More Intelligent Customer Support

Knowledge management (KM) has formally been espoused since the 1990s, when organizations started taking the capture, organization, and sharing of information seriously.

As customer support heads into the future with artificial intelligence, machine learning, and other technologies promising fantastic outcomes, what will the future KM look like, and what role will it play?

Join us in this month's installment of *CRM Magazine's* Best Practices series and share your expert views on the role of knowledge management in the transitioning world of customer support.

Published in **June 2019** *CRM* magazine

Content Due: **April 22, 2019**

Also in June: ■ THE IVR IN THE NEW AGE OF VOICE

2019 ROUNDTABLES

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

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

SMART CUSTOMER SERVICE

Roundtable Date: 7/17/19

CUSTOMER RELATIONSHIP **MARKETING**: THE NEW CRM

Roundtable Date: 7/31/19

August 2019

CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 8/7/19

WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT

Roundtable Date: 8/21/19

September 2019

CUSTOMER ENGAGEMENT—PREDICTOR OR DRIVER OF CUSTOMER VALUE?

Roundtable Date: 9/11/19

THE **IVR** IN THE NEW AGE OF VOICE

Roundtable Date: 9/25/19

October 2019

THE ESSENTIAL GUIDE TO CREATING EFFICIENT **CUSTOMER JOURNEYS**

Roundtable Date: 10/9/19

LEADING **SELF-SERVICE CUSTOMER SUPPORT** TRENDS

Roundtable Date: 10/23/19

November 2019

2019 **CONTACT CENTER** INNOVATIONS

Roundtable Date: 11/6/19

AI-ASSISTED SALES IN THE B2B MARKETPLACE

Roundtable Date: 11/13/19

December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**

Roundtable Date: 12/4/19

CRM CLOUD **PLATFORMS** FOR SMBS

Roundtable Date: 12/11/19

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (45,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 1 month of homepage promotion on www.destinationCRM.com (150,000 visitors per month)
- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, layout, and design

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

ADVERTISING CONTACTS

Mountain & Pacific
Dennis Sullivan
Advertising Director
203-445-9178
dennis@destinationCRM.com

Eastern & Central
Adrienne Snyder
Advertising Director
201-327-2773
adrienne@destinationCRM.com



2019 SCHEDULE & RATES	2019 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
May 2019 CUSTOMER EXPERIENCE TRANSFORMATION IN 2019 WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT <i>Reservations: 3/12/19 • Content: 3/26/19</i>	May 2019 THE STATE OF AI IN MARKETING <i>Roundtable Date: 5/8/19</i> DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS <i>Roundtable Date: 5/22/19</i>
June 2019 KNOWLEDGE MANAGEMENT —FOR MORE INTELLIGENT CUSTOMER SUPPORT THE IVR IN THE NEW AGE OF VOICE <i>Reservations: 4/11/19 • Content: 4/25/19</i>	June 2019 DIGITAL TRANSFORMATION: FROM CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS <i>Roundtable Date: 6/5/2019</i> TOP APPEXCHANGE SOLUTIONS FOR YOUR SALESFORCE PLATFORM <i>Roundtable Date: 6/19/19</i>
July 2019 TOP 100 CRM SOLUTIONS: THE SHORT LISTS AI AND THE CONTACT CENTER: RADICAL REVOLUTION OR METHODOICAL EVOLUTION? <i>Reservations: 5/13/19 • Content: 6/7/19</i>	July 2019 SMART CUSTOMER SERVICE <i>Roundtable Date: 7/17/19</i> CUSTOMER RELATIONSHIP MARKETING: THE NEW CRM <i>Roundtable Date: 7/31/19</i>
August 2019 THE ESSENTIAL GUIDE TO CREATING EFFICIENT CUSTOMER JOURNEYS CUSTOMER DATA PLATFORMS —NOT DATA SILOS <i>Reservations: 6/10/2019 • Content: 6/17/2019</i>	August 2019 CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES <i>Roundtable Date: 8/7/19</i> WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT <i>Roundtable Date: 8/21/19</i>
September 2019 SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS LEADING SELF-SERVICE CUSTOMER SUPPORT TRENDS <i>Reservations: 7/15/2019 • Content: 7/19/2019</i>	September 2019 CUSTOMER ENGAGEMENT —PREDICTOR OR DRIVER OF CUSTOMER VALUE? <i>Roundtable Date: 9/11/19</i> THE IVR IN THE NEW AGE OF VOICE <i>Roundtable Date: 9/25/19</i>
October 2019 THE STATE OF AI IN MARKETING REAL-TIME ANALYTICS FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS <i>Reservations: 8/12/2019 • Content: 8/16/2019</i>	October 2019 THE ESSENTIAL GUIDE TO CREATING EFFICIENT CUSTOMER JOURNEYS <i>Roundtable Date: 10/9/19</i> LEADING SELF-SERVICE CUSTOMER SUPPORT TRENDS <i>Roundtable Date: 10/23/19</i>
November 2019 CUSTOMER ENGAGEMENT —PREDICTOR OR DRIVER OF CUSTOMER VALUE? CUSTOMER RELATIONSHIP MARKETING: THE NEW CRM <i>Reservations: 9/12/2019 • Content: 9/18/2019</i>	November 2019 2019 CONTACT CENTER INNOVATIONS <i>Roundtable Date: 11/6/19</i> AI-ASSISTED SALES IN THE B2B MARKETPLACE <i>Roundtable Date: 11/13/19</i>
December 2019 2019 CONTACT CENTER INNOVATIONS AI-ASSISTED SALES IN THE B2B MARKETPLACE <i>Reservations: 10/15/2019 • Content: 10/21/2019</i>	December 2019 SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS <i>Roundtable Date: 12/4/19</i> CRM CLOUD PLATFORMS FOR SMBs <i>Roundtable Date: 12/11/19</i>