

Best Practices



Leading Self-Service Customer Support Trends in 2019

Customer service is more important than ever for driving loyalty and value for an organization, no matter the channel.

A recent study predicts that 85% of all customer support communications will be conducted without customers ever speaking to a human. Advances in artificial intelligence, machine learning, bot technology, voice search, mobile web, and video streaming will revolutionize how customers solve their problems without agent intervention.

In this Best Practices installment, we will look at the top self-service trends driving customer support in the age of connected, mobile customers with very high expectations.

Published in **September 2019** CRM magazine

Content Due: **July 26, 2019**

Also in September: ■ SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS

2019 ROUNDTABLES

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 SUPPORT TRANSFORMATION: THE LEADING TRENDS IN CUSTOMER SUPPORT AND ENGAGEMENT
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 CUSTOMER SERVICE
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 |
| 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 IN 2019 <i>Reservations: 7/15/2019 • Content: 7/19/2019</i> | September 2019 CUSTOMER SUPPORT TRANSFORMATION: THE LEADING TRENDS IN CUSTOMER SUPPORT AND ENGAGEMENT <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 CUSTOMER SERVICE <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> |