

Best Practices

Customer Communications Management: THE KEY TO CONSISTENT COMMUNICATIONS

Customer communications management (CCM) software and processes allow organizations to centralize communications with customers across a diverse range of channels, both analog and digital. In some industries, like finance and insurance, regulatory compliance is imperative.

Omnichannel communications only work well if the proper content is created and can be retrieved. This includes communications for marketing, new product introductions, renewal notifications, claims correspondence and documentation, and bill and payment notifications.

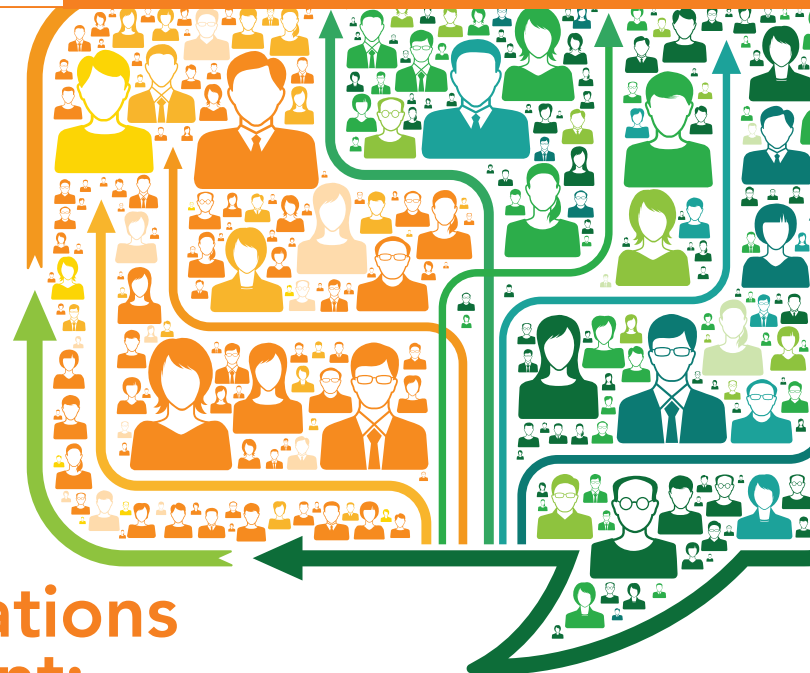
Contribute to this Best Practices installment and uncover new prospects among our engaged audience.

Roundtable Date: 12/16/2020

Published in **January/February 2020** CRM magazine

Content Due: **December 2, 2019**

Also in January: ■ CRM MEGATRENDS TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES



2019/2020 ROUNDTABLES

December 2019

SUPERIOR DECISION MAKING WITH CUSTOMER ANALYTICS

Roundtable Date: 12/4/19

CRM CLOUD PLATFORMS FOR SMBs

Roundtable Date: 12/11/19

January 2020

CRM MEGATRENDS TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020

Roundtable Date: 1/22/20

DATA QUALITY: THE KEY INGREDIENT IN A DATA DRIVEN CUSTOMER STRATEGY

Roundtable Date: 1/29/20

February 2020

IS VOICE-FIRST TECHNOLOGY A MUST-HAVE IN 2020 AND BEYOND?

Roundtable Date: 2/12/20

CUSTOMER JOURNEY ANALYTICS: DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE

Roundtable Date: 2/26/20

March 2020

AI AND THE CONTACT CENTER

Roundtable Date: 3/11/20

SMARKETING: THE INTEGRATION OF SALES AND MARKETING

Roundtable Date: 3/25/20

April 2020

VOICE-OF-THE-CUSTOMER PROGRAMS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 4/8/20

BUSINESS INTELLIGENCE AND CUSTOMER ANALYTICS: UNCOVERING HIDDEN VALUE

Roundtable Date: 4/22/20

May 2020

COGNITIVE CUSTOMER SERVICE AND SUPPORT

Roundtable Date: 5/6/20

CREATING A CUSTOMER ENGAGEMENT CENTER

Roundtable Date: 5/20/20

June 2020

WHY IS CUSTOMER EXPERIENCE SO DARN IMPORTANT? AND HOW TO IMPROVE YOUR CX EFFORTS

Roundtable Date: 6/3/2020

SMART IVRS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 6/17/2020

July 2020

MOBILE-FIRST CUSTOMER CARE

Roundtable Date: 7/15/2020

AI BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS

Roundtable Date: 7/29/2020

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2020 SCHEDULE & RATES	2020 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>
<p>January 2020 CRM MEGATRENDS TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020 CUSTOMER COMMUNICATIONS MANAGEMENT – THE KEY TO CONSISTENT COMMUNICATIONS Reservations: 11/20/19 • Content: 12/2/19</p>	<p>January 2020 CRM MEGATRENDS TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020 Roundtable Date: 1/22/20 DATA QUALITY: THE KEY INGREDIENT IN A DATA DRIVEN CUSTOMER STRATEGY Roundtable Date: 1/29/20</p>
<p>FEBRUARY 2020 CLOUD CONTACT CENTER SOLUTIONS MOBILE-FIRST CUSTOMER CARE Reservations: 1/25/20 • Content: 1/2/20 Online Marketing: 2/1/20 • MARCH Issue Mail Date: 2/14/20</p>	<p>FEBRUARY 2020 IS VOICE-FIRST TECHNOLOGY A MUST-HAVE IN 2020 AND BEYOND? Roundtable Date: 2/12/20 CUSTOMER JOURNEY ANALYTICS: DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE Roundtable Date: 2/26/20</p>
<p>MARCH 2020 AI-BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS SELF-SERVICE FOR HIGHER CUSTOMER SATISFACTION Reservations: 1/13/20 • Ads/Content: 3/20/20</p>	<p>MARCH 2020 AI AND THE CONTACT CENTER Roundtable Date: 3/11/20 SMARKETING: THE INTEGRATION OF SALES AND MARKETING Roundtable Date: 3/25/20</p>
<p>APRIL 2020 CUSTOMER AUTHENTICATION, IDENTITY RESOLUTION & VOICE BIOMETRICS CREATING A GREAT OMNI-CHANNEL EXPERIENCE FOR GREAT CUSTOMER EXPERIENCES Reservations: 2/10/20 • Content: 2/18/20</p>	<p>APRIL 2020 VOICE-OF-THE-CUSTOMER PROGRAMS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: 4/8/20 BUSINESS INTELLIGENCE AND CUSTOMER ANALYTICS: UNCOVERING HIDDEN VALUE Roundtable Date: 4/22/20</p>
<p>MAY 2020 HOW DO YOU MEASURE CUSTOMER EXPERIENCE? CUSTOMER DATA PLATFORMS FOR A UNIFIED VIEW OF THE CUSTOMER Reservations: 3/12/20 • Content: 3/19/20</p>	<p>MAY 2020 COGNITIVE CUSTOMER SERVICE AND SUPPORT Roundtable Date: 5/6/20 CREATING A CUSTOMER ENGAGEMENT CENTER Roundtable Date: 5/20/20</p>
<p>JUNE 2020 SMART CUSTOMER SERVICE TRANSFORMATION CONVERSATIONAL AI USE CASES IN CUSTOMER SERVICE Reservations: 4/13/20 • Content: 4/20/20</p>	<p>JUNE 2020 WHY IS CUSTOMER EXPERIENCE SO DARN IMPORTANT? AND HOW TO IMPROVE YOUR CX EFFORTS Roundtable Date: 6/3/2020 SMART IVRS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: 6/17/2020</p>
<p>JULY 2020 CUSTOMER JOURNEY ANALYTICS: DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE BUSINESS INTELLIGENCE AND CUSTOMER ANALYTICS: UNCOVERING HIDDEN VALUE Reservations: 5/22/20 • Content: 6/1/20 (Published in July/Aug Issue • Online Marketing: 7/1/20)</p>	<p>JULY 2020 MOBILE-FIRST CUSTOMER CARE Roundtable Date: 7/15/2020 AI BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS Roundtable Date: 7/29/2020</p>
<p>AUGUST 2020 WHY IS CUSTOMER EXPERIENCE SO DARN IMPORTANT? AND HOW TO IMPROVE YOUR CX EFFORTS COGNITIVE CUSTOMER SERVICE AND SUPPORT Reservations: 7/20/20 • Content: 7/25/20 (Published in September Issue • Online Marketing: 8/1/20)</p>	<p>AUGUST 2020 HOW DO YOU MEASURE CUSTOMER EXPERIENCE? Roundtable Date: 8/12/2020 CUSTOMER DATA PLATFORMS FOR A UNIFIED VIEW OF THE CUSTOMER Roundtable Date: 8/26/2020</p>