

Best Practices



Mobile-First Customer Care: Many Channels, One Device

Smartphones are a perfect example of the convergence of omnichannel customer communications, the Internet of Things, and devices that are literally always accessible—as evidenced by the fact that consumers check theirs 80 times a day, or every 12 minutes, according to one study. But in designing their customer service, many companies haven't yet made the leap from a bygone era where customers used discrete devices and channels and devices, like phones or laptops, rather than smartphones, which can combine all channels—internet, voice, SMS, chat, video, and social media.

Many organizations have merely made traditional support channels accessible to mobile devices without starting with the idea that consumers will increasingly be reaching out first with a mobile device, rather than a desktop, laptop, or home phone.

Join us in this Best Practices special section and educate our audience on what it means to have a mobile-first mindset when it comes to customer care that corresponds to the way customers are making use of their mobile devices. Discover how to build an experience specifically around customers' needs instead of contact centers' needs by transforming the existing interaction model.

Roundtable Date: 7/15/2020

Published in **March 2020** CRM magazine | Marketed online in **February**

Content Due: **January 20, 2020**

Also in February: ■ CLOUD CONTACT CENTER SOLUTIONS

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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- 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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2020 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

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

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

MARCH 2020

AI-BASED SPEECH ANALYTICS FOR ACTIONABLE INSIGHTS
SELF-SERVICE FOR HIGHER CUSTOMER SATISFACTION
Reservations: 1/13/20 • Ads/Content: 3/20/20

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

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

JUNE 2020

SMART CUSTOMER SERVICE TRANSFORMATION
CONVERSATIONAL AI USE CASES IN CUSTOMER SERVICE
Reservations: 4/13/20 • Content: 4/20/20

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)

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)

2020 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

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