

Best Practices

EXPERIENCE



thought leadership & lead generation

How Do You Measure Customer Experience?

We all want to improve our customer experience (CX) for all the well-documented reasons: to create more loyal customers, to differentiate products or services and actually charge more, even to build more shareholder value with higher stock prices. But what is the best way to stay on track and choose the best measuring tools, from Net Promoter Scores to voice-of-the-customer programs, customer journey analytics, and other key performance indicators? Many of these tools offer benchmarks that allow executives to see if their CX is getting better or not.

Contribute to this popular Best Practices topic and help our readers determine the best way to measure their CX initiatives and make continual improvements over time.

Roundtable Date: 8/12/2020

Published in **May 2020** CRM magazine

Content Due: **March 20, 2020**

Also in May: ■ CUSTOMER DATA PLATFORMS: CREATING A UNIFIED VIEW OF THE CUSTOMER

2020 BEST PRACTICES SCHEDULE & RATES

Standard - 1 page (750 words) \$7,500 net
 Silver - 2 pages (1,500 words) \$8,500 net
 Gold - 3 pages (2,250 words) \$9,500 net
 Platinum - 4 pages (3,000 words) \$10,500 net

2020 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

MARCH 2020

AI-Based Speech Analytics for Actionable Insights
Self-Service for Higher Customer Satisfaction
 Reservations: 1/13/20 • Ads/Content: 1/20/20

MARCH 2020

AI and the Contact Center • Roundtable Date: 3/11/20
Marketing: The Integration of Sales and Marketing • Roundtable Date: 3/25/20

APRIL 2020

Customer **Authentication**, Identity Resolution & Voice **Biometrics**
 Creating a Great **Omnichannel** Experience for Great Customer Experiences
 Reservations: 2/10/20 • Content: 2/18/20

APRIL 2020

Voice-of-the-Customer Programs for Better Customer Experience • Roundtable Date: 4/8/20
Business Intelligence and Customer **Analytics:** Uncovering Hidden Value • Roundtable Date: 4/22/20

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

MAY 2020

Cognitive Customer Service and Support • Roundtable Date: 5/6/20
 Creating a **Customer Engagement Center** • Roundtable Date: 5/20/20

JUNE 2020

Smart Customer Service Transformation
Conversational AI Use Cases in Customer Service
 Reservations: 4/13/20 • Content: 4/20/20

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

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)

JULY 2020

Mobile-First Customer Care • Roundtable Date: 7/15/2020
AI Based Speech Analytics for Actionable Insights • Roundtable Date: 7/29/2020

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)

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

SEPTEMBER 2020

AI and the Contact Center
Marketing: The Integration of Sales and Marketing
 Reservations 7/13/20 • Content 7/20/20

SEPTEMBER 2020

Cloud Contact Center Solutions • Roundtable Date: 9/16/2020
Self-Service for Higher Customer Satisfaction • Roundtable Date: 9/30/2020

OCTOBER 2020

Is **Voice-First Technology** a Must-Have in 2020 and Beyond?
Data Quality: The Key Ingredient in a Data-Driven Customer Strategy
 Reservations 8/12/20 • Content 8/19/20

OCTOBER 2020

Creating a Great **Omnichannel** Experience for Great Customer Experiences • Roundtable Date: 10/7/2020
Conversational AI Use Cases in Customer Service • Roundtable Date: 10/21/2020

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.

Enormous distribution, reach, and frequency

- Published in CRM magazine (21,000 subscribers)
- Inclusion in digital version of CRM magazine
- 32,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 1 month of homepage promotion on www.destinationCRM.com (70,000 visitors per month)
- Social media campaign on Twitter (26,500 followers), Facebook (2,729), and LinkedIn (2,766)
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (45,000 per issue – 360,000 total)
- Archived on destinationCRM.com for 1 year
- 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



RECENT BEST PRACTICES SPONSORS

