

Best Practices



Smarketing: The Integration of Sales and Marketing

“Smarketing” is a cleverly descriptive term illustrating the integration of sales and marketing, which seems to be more and more appropriate as both disciplines evolve closer together.

The whole sales process has changed dramatically in the past decade, with buyers having much better access to product details, competitive alternatives, pricing, and online reviews.

Participate in this Best Practices installment and instruct our readers on how the concept of smarketing can help their companies adjust to this new type of customer, one who is better educated and not reliant on salespeople for information to create their short lists of possible vendors.

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Also in September: ■ **AI and the Contact Center:** What You Need to Know

2020 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
 Silver – 2 pages (1,500 words) \$8,500 net
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2020 ROUNDTABLE SCHEDULE

Participation in
 Webinar Roundtable – \$8,500

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
Smarketing: 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

NOVEMBER 2020

Voice-of-the-Customer Programs for Better Customer Experiences
Smart IVRs for Better Customer Experiences
 Reservations 9/11/20 • Content 9/18/20

NOVEMBER 2020

Customer Authentication, Identity Resolution, & Voice Biometrics • Roundtable Date: 11/4/2020
Customer Support Transformation for 2020 • Roundtable Date: 11/18/2020

DECEMBER 2020 (ONLINE ONLY)

Creating a **Customer Engagement Center** Sales Teams
 Content 11/20/20

DECEMBER 2020

2021 **Contact Center Innovations:** A Preview • Roundtable Date: 12/2/2020
 Customer **Communications Management**—The Key to Consistent Communications • Roundtable Date: 12/16/2020

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