

Best Practices

Data Quality: The Key Ingredient in a Data-Driven Customer Strategy

Data quality is the most elemental ingredient of any attempt at digital transformation or a data-driven customer strategy. Maintaining superior data quality requires an unyielding 24/7 effort as new bits of information are captured or imported. Everything changes constantly—addresses, contact information, and other critical pieces of data—leading to duplicates or erroneous records.

A recent report estimates that data scientists spend over 80% of their time doing simple mechanical tasks such as labeling and cleaning their data. That's an issue because data scientists are hard to hire and very expensive.

Contribute to this month's Best Practices installment and tell our readers how they can maintain high-quality databases.

Published in **October** CRM magazine | Content Due: **September 14, 2020**

Also in October: ■ Is **Voice-First** Technology a Must-Have in 2020 and Beyond?

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

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 Damn 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 Damn 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**
Smart 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

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 Enablement Tools for Next-Generation 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

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

