Smart IVRs for Better Customer Experiences

Interactive voice response (IVR) software is still the workhorse of customer self-service, especially in the voice channel. Managing large volumes of common customer queries cost-effectively while delivering superior experiences is uniquely challenging.

In this Best Practices installment, we focus on the advances in IVR that have helped elevate it past the traditional menu trees to incorporate enabling technologies such as natural language processing, chatbots, callback integration, omnichannel support, visual IVR, and artificial intelligence.

Contribute to this special section and uncover prospects who are currently interested in this topic.

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

Also in November: ■ Voice-of-the-Customer Programs: Building Better Customer Experiences
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

WWW.DESTINATIONCRM.COM