CUSTOMER RELATIONSHIP MANAGEMENT Best Practices ENGAGE

2021 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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2021 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

JANUARY/FFBRUARY ISSUE

Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes Roundtable Date: 1/20/21

Sales and Marketing Tools That Drive Business-to-Business Quota Achievement Roundtable Date: 6/30/21

Master Data Management - A Single View of the Truth Roundtable Date: 7/28/21

Linking Employee and Customer Experience: Workforce Engagement Management Roundtable Date: 10/27/21

1/20/21 Megatrends in Customer Experience: Near-term adjustments and long-term structural changes

1/27/21 Customer Journey Analytics to Improve CX at Scale

2/10/21 Supercharging Your Contact Center With Artificial Intelligence

2/24/21 Top Data Quality Issues for a Data-Driven Decade

Customer Experience Management for Driving B2C Growth Roundtable Date: 8/25/21

Customer Service in a Smartphone World Roundtable Date: 12/1/21

3/3/2021 Identity Resolution and Authentication (New)

3/10/21 Smart IVRs for Exceptional Service October Issue

3/24/21 The Omnichannel Support

Designing a **Customer Engagement** Center

The evolution from call center to contact center to customer engagement center (CEC) reflects an evolving vision for an organization's central customer-facing entity, a vision that centers on delivering consistent, high-quality customer experiences (CX).

A well-designed CEC will provide highly personalized customer communications from every current and future channel for interacting with customers. It emphasizes a single view of the customer, which includes knowing their previous history, their intent, their sentiments, and even proactively anticipating their needs. The improvements in CX will drive all of the positive outcomes and operational efficiencies for the customer service organization that CEOs love.

Add your recommendations to this month's Best Practices installment and educate our readers on how to design a customer engagement center to maximize business outcomes and intelligently leverage the new crop of AI-assisted solutions, which will only increase in the next decade.

Roundtable Date: September 1, 2021

Published in April CRM magazine | Content Due: March 14, 2021

Also in April: Creating a Customer-First Organization: Technology and People

Designing a Customer Engagement Center Roundtable Date: 9/1/21

Creating a Customer-First Organization: Technology and People Roundtable Date: 9/15/21

The State of Knowledge Management in an Al World

Roundtable Date: 9/29/21

Conversational AI: The Future of Customer Service?

Roundtable Date: 10/13/21

5/19/21 Smart Field Service Management

2021 Contact Center Innovations - Successful Case Study Snapshots Roundtable Date: 11/3/21

Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships Roundtable Date: 11/17/21

C-Level Leadership: Who Owns Customer Experience

Customer Journey Analytics to Improve CX at Scale

Roundtable Date: 1/27/21

Roundtable Date: 12/15/2

The Omnichannel Support Imperative Roundtable Date: 3/24/21

Supercharging Your Contact Center With Artificial Intelligence Roundtable Date: 2/10/21

Top Data Quality Issues for a Data-Driven

Roundtable Date: 2/24/21

4/7/21 Workforce Optimization for More Productive Agents and More Satisfied

4/21/21 Voice of the Customer Strategies and Tactics for Better Customer Insights

5/5/21 Virtual Contact Centers: Lessons Learned in Uncertain Times

6/2/21 Speech Analytics and Al: A Game-

6/16/21 Analytics and Business Intelligence Solutions for Challenging Times

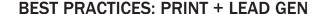
6/30/21 Sales and Marketing Tools That Drive Business-to-Business Quota

7/14/21 Transformational CX - Designing Experiences That Wow Customers

7/28/21 Master Data Management -A Single View of the Truth

8/11/21 | Prefer Self-Service - Don't Make Me Talk to a CSR

8/25/21 Customer Experience Management for Driving B2C Growth





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