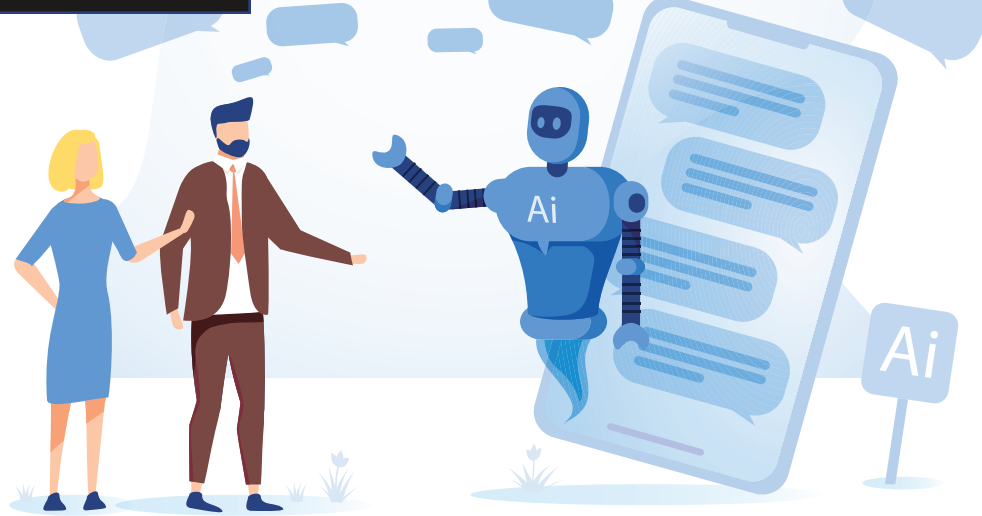


Best Practices



Conversational AI: The Future of Customer Service?

There is no doubt that conversational artificial intelligence (AI) has the potential to deliver far more personalized customer service at lower cost by combining historical data with natural language processing that continuously learns from interactions. The impact on customer loyalty and retention is enormous.

Conversational AI can not only identify and resolve service issues quickly and efficiently, but also track customer actions and glean sentiment data to identify customers who are at high risk of leaving. This allows organizations to optimize next-best-action strategies and personalize the end-to-end customer experience.

Tell our readers what is possible with conversational AI today, and how this technology will be used to transform customer service.

Roundtable Date: October 13, 2021

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

Also in May: ■ The State of **Knowledge Management** in an **AI World**

2021 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

2021 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

JANUARY/FEBRUARY 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

JANUARY

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

FEBRUARY

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

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

MARCH ISSUE

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

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

MARCH

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

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

3/24/21 The Omnichannel Support Imperative

APRIL ISSUE

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

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

APRIL

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

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

MAY ISSUE

The State of **Knowledge Management** in an AI World
Roundtable Date: 9/29/21

Conversational AI: The Future of Customer Service?
Roundtable Date: 10/13/21

MAY

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

5/19/21 Smart Field Service Management Strategies

JUNE ISSUE

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
Roundtable Date: 12/15/21

JUNE

6/2/21 Speech Analytics and AI: A Game-Changer for CX

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

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

JULY/AUGUST ISSUE

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

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 Decade
Roundtable Date: 2/24/21

JULY

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

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

AUGUST

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

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

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

