The State of Knowledge Management in an AI World

Traditional knowledge management (KM) focuses on creating content, storing it, indexing it, and retrieving it to answer relevant questions. Subject matter experts create and curate content and revise it when necessary. Artificial intelligence (AI) and related technologies promise to automate this process and deliver a perfect answer to specific questions.

Make sure you contribute to this month’s Best Practices installment, where we’ll demonstrate to readers how AI can leverage their previous investments in KM and how they should make the transition from traditional KM to the next incarnation that harnesses the power of AI.

Roundtable Date: September 29, 2021

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

Also in May: ■ Conversational AI: The Future of Customer Service?
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

Call Miner
Cyara
dun & bradstreet
SmartAction

Teleopti
uJet
Attivio
aviso

Bigtincan
Calabric
CallTrackingMetrics
Eureka

Concentrix
Confermit
Conversica
Customer Portfolio

directly
dun & bradstreet
Edify
eGain

Five9
Interactions
Intouch Insight
Inference

Looker
Medallia

Nagarro
Neustar
NICE inContact

NICE nexidia
Nuance

Openprise
Redpoint Global

RingCentral
Servicenow
Talkdesk
ttec

Validity
Verint
X2 CRM
Zendesk