

# **Top Data Quality** Issues for a Data-Driven Decade

The success of current and future data-driven customer strategies depends on high-quality, trusted data. But the ease of collecting massive amounts of data often has the unintended consequence of diluting the overall quality of the information leaders need to power their strategic investments in analytics, artificial intelligence (AI), and data-driven customer programs.

Fortunately for them, this fundamental issue is not insurmountable.

Contribute to our Best Practices special section and provide our readers with your take on how their organizations can improve data quality and reap the benefits of data-driven customer strategies.

Published in July/August CRM magazine | Content Due: July 7, 2021 Marketed in August

Also Marketed in August: The Omnichannel Support Imperative

## 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

#### 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

#### ILINE

**6/16/21** CX Connect – Customer Experience **6/17/21** CX Connect – Contact Center

#### JULY/AUGUST ISSUE

**Customer Journey Analytics** to Improve CX at Scale

oundtable 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

#### HIIV

**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

#### SEPTEMBER ISSUE

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

**Workforce Optimization** for More Productive Agents and More Satisfied Customers *Roundtable Date: 4/27/21* 

#### SEPTEMBER

**9/1/21** Designing a Customer Engagement Center April Issue

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

9/29/21 The State of Knowledge Management in an Al World

#### OCTOBER ISSUE

**Voice of the Customer** Strategies and Tactics for Better Customer Insights *Roundtable Date: 4/21/21* 

Smart IVRs for Exceptional Service
Roundtable Date: 3/10/21

#### OCTOBER

**10/13/21** Conversational Al: The Future of Customer Service?

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

#### NOVEMBER/DECEMBER ISSUE

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

Smart **Field Service Management** Strategies *Roundtable Date: 5/19/21* 

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

Speech Analytics and Al: A Game Changer for CX

Roundtable Date: 6/2/21

I Prefer Self-Service – Don't

I Prefer Self-Service — Don't Make Me Talk to a CSR Roundtable Date: 8/11/21

#### NOVEMBER

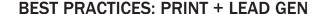
**11/3/21 2021** Contact Center Innovations – Successful Case Study Snapshots

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

#### DECEMBER

**12/1/21** Customer Service in a Smartphone World

**12/15/21** C-Level Leadership: Who Owns Customer Experience?





## **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



















































































zendesk