

## Best Practices

# 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

### 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

### 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

### SEPTEMBER ISSUE

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

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

### 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

### NOVEMBER/DECEMBER ISSUE

**Virtual Contact Centers: Lessons Learned in Uncertain Times**  
Roundtable 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 AI: A Game Changer for CX**  
Roundtable Date: 6/2/21

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

## 2021 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – \$8,500

### JUNE

**6/16/21** CX Connect – Customer Experience

**6/17/21** CX Connect – Contact Center

### 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

### 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 AI World

### OCTOBER

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

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

### 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](http://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](http://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](http://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](mailto:dennis@destinationCRM.com)

#### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



### RECENT BEST PRACTICES SPONSORS

