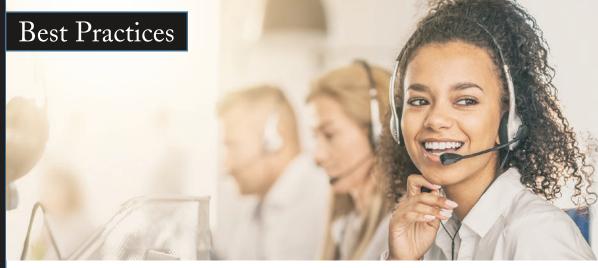
CRM CUSTOMER RELATIONSHIP MANAGEMENT

ONE COMPLETE MARKETING PROGRAM



Workforce Optimization for More Productive Agents and More Satisfied Customers

The experience of the past year has highlighted workforce optimization (WFO) as a critical component of managing contact center agents comprehensively, regardless of location.

WFO solutions encompass many different technologies and applications and enable excellent customer service by supporting agents as front line brand ambassadors. Call recording, quality monitoring, workforce management, coaching and e-learning, performance management, and even speech analytics fall under the WFO umbrella. From the call center to the back office, WFO is a crucial component to any customer-focused enterprise.

Contribute to this month's Best Practices installment and tell our readers how WFO solutions enable contact centers to run efficiently and increase customer satisfaction.

Published in **September** *CRM* magazine | Content Due: **August 9, 2021** Marketed in **September**

Also Marketed in September: **Analytics and Business Intelligence** Solutions for Challenging Times

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 <i>Roundtable Date: 11/3/21</i> Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships <i>Roundtable Date: 11/17/21</i> C-Level Leadership: Who Owns Customer Experience? <i>Roundtable Date: 12/15/21</i>	JUNE 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 Roundtable Date: 1/27/21 The Omnichannel Support Imperative Roundtable Date: 3/24/21	JULY 7/14/21 Transformational CX – Designing Experiences That Wow Customers 7/28/21 Master Data Management – A Single View of the Truth
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	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 <i>Roundtable Date: 6/16/21</i> Workforce Optimization for More Productive Agents and More Satisfied Customers <i>Roundtable Date: 4/27/21</i>	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 <i>Roundtable Date: 4/21/21</i> Smart IVRs for Exceptional Service <i>Roundtable Date: 3/10/21</i>	OCTOBER 10/13/21 Conversational AI: 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 Roundtable Date: 5/5/21 Smart Field Service Management Strategies Roundtable Date: 5/19/21 Transformational CX – Designing Experiences That Wow Customers	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
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	DECEMBER 12/1/21 Customer Service in a Smartphone World 12/15/21 C-Level Leadership: Who Owns Customer Experience?



BEST PRACTICES: PRINT + LEAD GEN

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
- Vour 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

