

## Best Practices

# Smart Field Service Management Strategies for 2021

The field service market is estimated to hit \$1.6 billion in 2020. Sending technicians into the field is an expensive proposition; field service reps have to be well-trained, have good customer service skills, and have the technology and tools to keep them on track and on time.

Customers need to be able to schedule appointments online, at a convenient time for them and be kept in the loop when bad weather, traffic, or other realities prevent the technician from arriving on time.

Fortunately, many solutions and best practices can systematically improve the odds that field service calls will be punctual, technicians will be well-equipped with spare parts and the necessary skills, and customers will be satisfied.

Contribute to this month's Best Practices installment and tell our readers how to build a world-class field service organization.

Published in **November/December** CRM magazine | Content Due: **October 20, 2021**

Marketed in **November**

Also Marketed in November: ■ **Virtual Contact Centers**

■ **Transformational CX:** Designing Experiences That Wow Customers

## 2021 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net

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## 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

### 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

**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

### 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

### 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 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 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  
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

### 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?

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