

Best Practices

Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond

In the 25 years since the launch of *CRM* magazine in 1997, an entire ecosystem of customer technologies has completely transformed the way organizations deliver customer support and market and sell their products and services.

Advances in broadband, Wi-Fi, smartphones, social networks, and ecommerce and rapidly changing customer expectations have radically altered the way we live and do business.

In this month's Best Practices topic, we ask our contributors to peer into the future and share their predictions for which trends will yield the most significant opportunities or challenges in the near and long term.

This glimpse into the future is always fun and fascinating. Help our readers make sense of it all with your expert perspective.

Roundtable Date: 1/12/2022

Published in **January/February** *CRM* magazine | Content Due: **December 20, 2021**

Marketed in **January**

Also Marketed in January: ■ How to Deliver **Exceptional Customer Experiences**

2022 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

2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – \$8,500

JANUARY

Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond
Roundtable Date: 1/12/2022

How to Deliver **Exceptional Customer Experiences**
Roundtable Date: 1/16/2022

JANUARY

1/12/22 Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond
1/26/22 Voice-of-the-Customer Programs Guide CX Improvement

FEBRUARY

Sales Enablement Tools for 21st-Century Sales Teams
Roundtable Date: 8/3/2022

Identity Verification in a Scary World
Roundtable Date: 10/26/2022

FEBRUARY

2/2/22 Contact Center as a Service (CaaS): Why Now Is the Time
2/16/22 Customer Journey Management for Maximum Customer Engagement

MARCH

Speech Analytics in the Contact Center
Roundtable Date: 6/1/2022

Customer Data Platforms for True Personalization
Roundtable Date: 9/28/2022

MARCH

3/2/22 The Power of Personalization in Customer Experience
3/30/22 AI-Powered Self-Service: The Next Step in Empowering Your Customers

APRIL

Digital Transformation of the Contact Center
Roundtable Date: 7/13/2022

Voice-of-the-Customer Programs Guide CX Improvement
Roundtable Date: 1/26/2022

APRIL

4/6/22 Contact Center Analytics: Actionable Intelligence at the Point of Service
4/27/22 Smart Customer Service Done Right: Real-World Success Stories From the Field

MAY

Contact Center as a Service (CaaS): Why Now Is the Time
Roundtable Date: 2/2/2022

Customer Journey Management for Maximum Customer Engagement
Roundtable Date: 2/16/2022

MAY

5/11/22 Creating an Omnichannel Strategy for Seamless Customer Journeys
5/25/22 **Conversational AI:** The Promise of Intelligent Customer Support

JUNE

The Power of **Personalization** in Customer Experience
Roundtable Date: 3/2/2022

AI-Powered Self-Service: The Next Step in Empowering Your Customers
Roundtable Date: 3/30/2022

JUNE

6/1/22 Speech Analytics in the Contact Center
6/15/22 Data Quality Challenges for a Data-Driven Decade

JULY

Happier Agents Create Happier Customers
Roundtable Date: 10/12/2022

Welcome to the **Customer Experience Center!**
Roundtable Date: 8/31/2022

JULY

7/13/22 Digital Transformation of the Contact Center
7/27/22 The Management of Customer Experiences

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



RECENT BEST PRACTICES SPONSORS



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

