

Best Practices



Speech Analytics in the Contact Center

Speech analytics can glean critical insights from the torrent of unstructured voice data flowing through a contact center. Analysis of voice data has been the missing piece for monitoring what is happening in the contact center in real-time. There can be no digital transformation of the contact center without speech analytics.

It is no wonder that speech analytics is one of the fastest-growing call center technology segments. Speech analytics can analyze 100% of customer interactions to detect trends and emotions that might signal a problem. It can also empower agents in real-time and guide them to provide better service by improving their effectiveness and consistency.

Contribute your expert perspectives to this month's Best Practices installment and help our information-seeking readers benefit from your knowledge and expertise.

Roundtable Date: 6/1/2022

Published in **March** CRM magazine | Content Due: **February 20, 2022**

Marketed in **March**

Also Marketed in March: ■ **Customer Data Platforms** for True Personalization

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

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

