

Best Practices

Digital Transformation of the Contact Center

The goal of digital transformation is to integrate digital technology into all aspects of an organization to create real value for its customers. The contact center is the primary source of customer-facing information flows and absolutely must be prioritized for any organization-wide, digital transformation effort.

Contribute your expertise to this month's Best Practices installment and help our readers transform their contact center into the eyes, ears, and source of customer data insights your organization requires to provide value to customers, employees, and shareholders.

Roundtable Date: 7/13/2022

Published in **April PRINT**
CRM magazine

Content Due: **March 7, 2022**

Marketed in **April**

Also Marketed in April:

■ **Voice-of-the-Customer** Programs
Guide CX Improvement

CRM magazine's
25th
ANNIVERSARY
Commemorative Issue
April 2022



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

MARCH

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

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

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

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

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

JULY

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

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

AUGUST

Customer Journey Analytics: Actionable
Insights That Drive Revenue Growth
Roundtable Date: 9/14/2022

Smart Customer Service Done Right:
Real-World **Success Stories** from the Field
Roundtable Date: 4/27/2022

SEPTEMBER

Contact Center Analytics: Actionable
Intelligence at the Point of Service
Roundtable Date: 4/6/2022

Creating an **Omnichannel** Strategy for
Seamless Customer Journeys
Roundtable Date: 5/11/2022

2022 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

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

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

5/11/22 Creating an Omnichannel
Strategy for Seamless Customer Journeys

5/25/22 **Conversational AI:** The Promise
of Intelligent Customer Support

JUNE

6/1/22 Speech Analytics in the Contact
Center

6/15/22 Data Quality Challenges for a
Data-Driven Decade

JULY

7/13/22 Digital Transformation of the
Contact Center

7/27/22 The Management of Customer
Experiences

AUGUST

8/3/22 Sales Enablement Tools for
21st-Century Sales Teams

8/17/22 Work Smarter, Not Harder, with
Workforce Optimization

8/31/22 Welcome to the Customer
Experience Center!

SEPTEMBER

9/14/22 Customer Journey Analytics:
Actionable Insights That Drive Revenue
Growth

9/28/22 Customer Data Platforms for True
Personalization

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

