

What's So Great About **Proactive Customer Service?**

Many believe that anticipating issues and providing proactive communications is the next big opportunity for building strong brands.

Proactive customer service means anticipating customer needs and actively reaching out with a solution, whether that's by communicating a potential problem that's cropped up or, even better, providing a simple self-service option.

These helpful communications can also play a critical role in brand building, significantly benefiting customer retention, satisfaction, and loyalty. A recent study found that 87% of people were happy to be contacted proactively by companies about customer service issues, and 75% were pleasantly surprised by the communication.

Contribute your expertise to this topic and help our readers benefit from your experience and recommendations.

Live Roundtable Webscast: April 12, 2023

Published in January/February CRM magazine | Content Due: January 10, 2023 | Marketed in January 2023

Also Marketed in January:

MegaTrends in Customer Technologies

2023 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

2023 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

JANUARY

Megatrends in Customer Technologies—Predictions That You Need to Know in 2023

What's So Great About Proactive **Customer Service?**

JANUARY

1/11/2023 MegaTrends in Customer Technologies—Predictions That You Need to Know in 2023

1/18/2023 Digital-First Customer Service—The Logical Next Step Beyond Self-Service

FEBRUARY

Total Experience: Experience Convergence

Achieve Next-Level CX with **Real-Time Customer Analytics**

FEBRUARY

2/1/2023 The Conversational Contact Center: Integrating Al's Potential Now

2/15/2023 Deep Personalization: Customer Data with a Purpose

MARCH

Contact Center as a Service-Simply Subscribe?

Digital Transformation of Customer Experience—What's Possible Now?

MARCH

3/1/2023 How to Leverage Al for Integrated CX Strategy

3/15/2023 Create a Better Contact Center Culture with Workforce **Engagement Strategies and Technologies**

APRIL (PRINT)

Speech Analytics: The Core Contact Center Technology

Digital-First Customer Service-The Logical Next Step Beyond Self-Service

APRIL

4/12/2023 What's So Great About Proactive Customer Service?

4/26/2023 Achieve Next-Level CX with Real-Time Customer Analytic

Create a Better Contact Center Culture with Workforce Engagement Strategies and Technologies

Deep Personalization: Customer Data with a Purpose

5/10/2023 Contact Center as a ServiceSimply Subscribe?

5/24/2023 Digital Transformation of Customer Experience—What's Possible Now?

JUNE

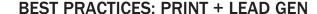
The Conversational Contact Center: Integrating Al's Potential Now How to **Leverage AI** for Integrated CX Strategy

JUNE

6/7/2023 Total Experience: Experience Convergence

6/21/2023 Speech Analytics: The Core Contact Center Technology







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























































































zendesk