Contact center workforce issues were never exactly easy to address when agents were onsite, but now with many agents working from home, supporting them has become that much trickier.

The recruiting, training, coaching, scheduling, and quality management of agents have become higher priorities since the pandemic’s disruption steered agents to a work-from-home model. Thankfully, the tools needed to support offsite agents are already available.

Do you have any recommendations to help our audience improve their agents’ ability to provide excellent customer experiences as fully integrated employees, on-site or off?

Published in September CRM magazine | Content Due: August 1 | Marketed in September Printed Issue

Also Marketed in September: ■ Future-Proofing Your CX Efforts: Is This Even Possible?
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

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

ADVISING 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

CRM MAGAZINE’S BEST PRACTICES
WHITE PAPER SERIES

BEST PRACTICES: PRINT + LEAD GEN