Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement

The transformative potential of AI-driven chatbots and virtual assistants is revolutionizing customer service. As generative AI paves the way for unprecedented customer experiences, an impressive 88% of business leaders have recognized the positive paradigm shift in customer perceptions of AI and automation.

From basic, rules-based bots to sophisticated, conversational agents, the evolution is palpable. The advancements signal a future where human-like interactions become the norm, not the exception.

As a valued industry expert, we invite you to share your profound insights and experiences, guiding our readers through this transformative journey. Lend your expertise to our edition, Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement Best Practices!

Live Roundtable Webcast: September 11, 2024

Published in July CRM magazine | Content Due: June 25 | Marketed in July
**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