CRM
CUSTOMER RELATIONSHIP MANAGEMENT

LEAD-GEN OPPORTUNITIES

⮕ *CRM* MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND 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, 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 24x7.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (21,000 print & online subscribers)
- 37,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (46,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, 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

Sponsorship 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*

⮕ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to four sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- **Extensive Event Registration**: A program offering multiple marketing touchpoints
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 2,300 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 37,000-name database
- Three advertisements in *CRM*'s *eWeekly* HTML newsletter with a circulation of 46,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including postevent registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details
Roundtable Sponsorship Rate — $8,500

Updated 2/3/2022

2022 BEST PRACTICES **SCHEDULE**

Month	Important Deadlines	Title	Roundtable Date
January	Commit: 12/13/21 Copy Due: 12/20/21	**Megatrends** in Customer Technology: Expert Predictions for 2022 and Beyond	1/12/2022
		How to Deliver **Exceptional Customer Experiences**	11/16/2022
February	Commit: 1/13/22 Copy Due: 1/20/22	**Sales Enablement** Tools for 21st-Century Sales Teams	8/3/2022
		Identity Verification in a Scary World	10/26/2022
March	Commit: 2/13/22 Copy Due: 2/20/22	**Speech Analytics** in the Contact Center	6/1/2022
		Customer Data Platforms for True Personalization	9/28/2022
April	Commit: 3/7/22 Copy Due: 3/14/22	Digital Transformation of the **Contact Center**	7/13/2022
		Voice-of-the-Customer Programs Guide CX Improvement	11/30/2022
May	Commit: 4/13/22 Copy Due: 4/20/22	**Contact Center as a Service (CaaS):** Why Now Is the Time	2/2/2022
		Customer Journey Management for Maximum Customer Engagement	2/23/2022
June	Commit: 5/13/22 Copy Due: 5/20/22	The Power of **Personalization** in Customer Experience	3/2/2022
		AI-Powered **Self-Service:** The Next Step in Empowering Your Customers	3/30/2022
July	Commit: 6/13/22 Copy Due: 6/20/22	**Happier Agents Create Happier Customers**	10/12/2022
		Welcome to the **Customer Experience Center!**	8/31/2022
August	Commit: 7/13/22 Copy Due: 7/20/22	**Customer Journey Analytics:** Actionable Insights That Drive Revenue Growth	9/14/2022
		Smart Customer Service Done Right: Real-World Success Stories From the Field	6/22/2022
September	Commit: 7/25/22 Copy Due: 8/1/22	**Contact Center Analytics:** Actionable Intelligence at the Point of Service	4/6/2022
		Creating an **Omnichannel Strategy** for Seamless Customer Journeys	5/11/2022
October	Commit: 9/13/22 Copy Due: 9/20/22	**AI & Bots** in Customer Care	12/7/2022
		Work Smarter, Not Harder, With **Workforce Optimization**	8/17/2022
November	Commit: 10/13/22 Copy Due: 10/20/22	**Conversational AI:** The Promise of Intelligent Customer Support	5/25/2022
		The **Management** of **Customer Experiences**	7/27/2022
December	Commit: 11/13/22 Copy Due: 11/20/22	**Data Quality** Challenges for a Data-Diven Decade	6/15/2022
		2022 Contact Center Innovations—Successful Case Study Snapshots	11/2/2022

Schedule is subject to change.

Updated 2/3/2022

2022 **BEST PRACTICES** DEEP DIVES

JANUARY

Commit: 12/13/21 | **Copy Due:** 12/20/21

➔ **Megatrends** in Customer Technology: Expert Predictions for 2022 and Beyond

In the 25 years since the launch of *CRM* magazine in 1997, an entire ecosystem of customer technologies has completely transformed the way organizations deliver customer support and market and sell their products and services.

Advances in broadband, Wi-Fi, smartphones, social networks, and ecommerce and rapidly changing customer expectations have radically altered the way we live and do business.

In this month's Best Practices topic, we ask our contributors to peer into the future and share their predictions for which trends will yield the most significant opportunities or challenges in the near and long term.

This glimpse into the future is always fun and fascinating. Help our readers make sense of it all with your expert perspective.

Roundtable Date: 1/12/2022

➔ How to **Deliver Exceptional Customer Experiences**

Delivering exceptional customer experiences (CX) is the goal of C-suite decision makers and CX professionals everywhere. But how should companies approach this lofty goal and reap the benefits of more loyal customers, higher profit margins, and increased shareholder value?

Contribute to this month's Best Practices Series and help our readers build a business case for their CX programs so they can deliver exceptional experiences that ensure their competitive edge.

Roundtable Date: 11/16/2022

FEBRUARY

Commit: 1/13/22 | **Copy Due:** 1/20/22

➔ **Sales Enablement** Tools for 21st-Century Sales Teams

Sales teams face new challenges as buyers are better prepared than ever to evaluate vendors and products without ever speaking to a sales representative.

Sales enablement tools can combine business intelligence, content analytics, customer experience, CRM, gamification, automation, sales analytics, and other processes to enable sales reps to close deals.

Contribute your experiences and recommendations to this month's Best Practices installment and help our readers learn how these new tools and technologies can help their sales teams close more business and increase their win ratios.

Roundtable Date: 8/3/2022

➔ **Identity Verification** in a Scary World

One of the most insidious crimes targeting individuals and institutions is identity theft and fraud. Its total cost to consumers was $56 billion in 2020 alone.

Fraudsters have become very sophisticated at targeting call centers and online accounts, especially when security hasn't kept pace with creative hackers.

Most customers are willing to submit to security questions because they know that these inconveniences are put in place to protect them. But is there a better way to ensure that security without undue friction to the customer?

Contribute your expertise to this month's Best Practices Series and help our readers understand the full range of customer authentication and identity verification technologies that will help them keep customers and institutions safe from fraud.

Roundtable Date: 10/26/2022

> *One of the few places I see actual value from vendor-sponsored articles and case studies, and webinars; they aren't sales pitches."*
> DISTINGUISHED VP, TECHNOLOGY ECOSYSTEMS
> **TSIA**

Updated 2/3/2022

2022 **BEST PRACTICES** DEEP DIVES *(continued)*

MARCH

Commit: 2/13/22 | **Copy Due:** 2/20/22

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

Customer Data Platforms for True Personalization

The primary goal of customer data platforms (CDPs) is to yield one persistent, unified customer record that is accessible to other systems. Data can be gathered from multiple sources, cleaned, combined, and appended to create a single customer profile.

CDPs allow for deep personalization. The centralized customer data in the CDP is then available to other systems for marketing campaigns, customer service, and all customer experience initiatives.

Contribute to this month's Best Practices topic and explain how a CDP platform and strategy can provide personalized customer experiences in customer support, marketing, and other areas where deep personalization is a core goal.

Roundtable Date: 9/28/2022

APRIL

Commit: 3/7/22 | **Copy Due:** 3/14/22

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

Voice-of-the-Customer Programs Guide CX Improvement

Our readers want to deliver excellent customer experiences that lead to higher customer satisfaction, loyalty, and profits and a Voice of the Customer (VoC) program to guide their efforts.

Well implemented VoC programs keep organizations consistently on track while producing key metrics that reveal their successes, plan deviations, and service gaps that might otherwise go unnoticed.

VoC feedback is crucial for the optimal alignment of customer success, operations, and product development departments. Elimination of these blind spots also eliminates unforced errors.

Contribute your guidance in this month's Bast Practices topic and help our readers learn how to incorporate VoC programs into their efforts to align their organizations and increase the customer experiences they aspire to deliver.

Roundtable Date: 11/30/2022

Updated 2/3/2022

2022 **BEST PRACTICES** DEEP DIVES *(continued)*

MAY	JUNE

MAY

Commit: 4/13/22 | **Copy Due:** 4/20/22

➔ **Contact Center as a Service (CaaS):** Why Now Is the Time

The events of the past few years have escalated interest in all cloud services, although not necessarily for their featured benefits, such as no/low capital expenditures, decreased need for IT support, or instant updates and fixes.

The ability to connect with remote workers, while always a core feature, has sprung to the forefront as supporting work-from-home agents has become key to retaining staff and providing even better customer experiences.

Contribute your expertise to help our readers evaluate on-premises versus cloud solutions in this month's highly relevant Best Practices series.

Roundtable Date: 2/2/2022

➔ **Customer Journey Management** for Maximum Customer Engagement

Customer journeys are the complete sum of experiences that customers go through when interacting with your company.

Customer journey management encompasses sales, marketing, and customer service as prospects and customers move through their journeys, defined by your journey maps, at each stage of the process.

The challenge of customer journey management is to create smooth paths for customers by determining which messages or actions can successfully move them from one phase to the next and keep them engaged enough to purchase and sufficiently satisfied with their post-sales experiences to keep coming back.

Contribute your experience-based recommendations in this month's Best Practices topic to help our audience manage their customer journey processes in order to retain their customers for life.

Roundtable Date: 2/23/2022

JUNE

Commit: 5/13/22 | **Copy Due:** 5/20/22

➔ The Power of **Personalization** in Customer Experience

Personalization is a powerful tactic that supports customer experience (CX) strategies with undeniably positive results. Adopting personalization as a core, actionable means for driving positive CX outcomes is essential for your company's customer-facing departments. Customer service, marketing, and sales need to know their customers and prospects and use this information to serve their needs better.

Contribute your recommendations to this month's Best Practices topic to help our readers deliver superior CX that leverages personalization techniques so they can achieve their goals.

Our readers need to learn why personalization is essential for true digital transformation, and they can benefit from the expertise you share.

Roundtable Date: 3/2/2022

➔ AI-Powered **Self-Service:** The Next Step in Empowering Your Customers

Providing a well-implemented self-service strategy helps organizations achieve a classic win-win scenario for their customers and companies. Research shows that customers overwhelmingly prefer self-service over speaking with a human agent. And, the ROI analysis will reveal that self-service is far less expensive than involving an agent.

Repetitive service inquiries like tracking shipments, changing passwords, or asking simple product questions are already diverted from agents by chatbots, FAQs, and IVRs to the delight of customers and CFOs everywhere. But can companies use AI-powered options to further extend customer self-service and the cost reductions it yields?

Contribute your expertise to this month's timely Best Practices topic to help our readers determine which AI-powered self-service options are available and how they should plan to incorporate these powerful technologies into their tech stacks and strategic plans.

Roundtable Date: 3/30/2022

Updated 2/3/2022

2022 **BEST PRACTICES** DEEP DIVES *(continued)*

JULY	AUGUST

JULY

Commit: 6/13/22 | **Copy Due:** 6/20/22

➲ Happier Agents Create Happier Customers

Contact center agents have challenging and often stressful jobs dealing with demanding customers while simultaneously satisfying the performance indicators that measure their success.

Even before the pandemic, organizations realized that improving the work lives of front-line agents was essential for providing better customer experiences.

But how can organizations attract and retain agents in a tight labor market by satisfying employees' work/life needs?

Contribute your expert recommendations to this month's Best Practices installment and share your knowledge for creating a better working environment for employees and agents by providing them with the tools and support they need to serve customers.

Roundtable Date: 10/12/2022

➲ Welcome to the **Customer Experience Center!**

The evolution of the call center, as a concept, can easily be tracked by noting the changes in its continuously morphing name. The call center became the contact center as more channels were deployed and integrated. Now the customer experience center (CX center) extends the concept of the simple call center by focusing on its intended purpose rather than the channels it supports.

Aside from being more aligned with its actual intended function, the new moniker, CX center, clearly announces management's commitment to an overarching business strategy of improving customer experiences to create positive business outcomes.

But how to get there from here?

Contribute your expertise to this month's Best Practices series and share your knowledge of the technology and processes that will help reimagine the contact center's role as the primary driver of better customer experiences in their organizations.

Roundtable Date: 8/31/2022

AUGUST

Commit: 7/13/22 | **Copy Due:** 7/20/22

➲ Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

Customer journey analytics can help companies increase customer lifetime value, improve customer loyalty, and drive revenue growth. Journey analytics can provide valuable insights from every customer interaction and uncover points of friction that prevent customer journeys from flowing smoothly.

Customer journey analytics measures the effectiveness of customer experiences (CX) and helps optimize customer journey mapping, ensuring customers stay on the path toward conversion and future business.

Contribute your expertise to this month's Best Practices series and share your knowledge and experience with our readers to help them keep their customers on track and coming back.

Roundtable Date: 9/14/2022

➲ Smart Customer Service Done Right: Real-World Success Stories From the Field

Do you ever wonder what your chief competitor is doing to solve the same problems your company is experiencing? Or maybe a new upstart is killing it because they aren't entangled in the same web of chaotic legacy systems that hamper your efforts.

Contribute to this month's Best Practices topic with a case study, success story, or relevant information from the field to illustrate what other companies have done to substantially improve their customer experiences.

Help our readers benefit from your hard-earned wisdom so they can skirt the mistakes of others and benefit from proven best practices that have been field tested and determined to be the best path to follow.

Roundtable Date: 6/22/2022

Updated 2/3/2022

2022 **BEST PRACTICES** DEEP DIVES *(continued)*

SEPTEMBER	OCTOBER
Commit: 7/25/22 | **Copy Due:** 8/1/22	**Commit:** 9/13/22 | **Copy Due:** 9/20/22

SEPTEMBER

Commit: 7/25/22 | **Copy Due:** 8/1/22

➲ Contact Center Analytics: Actionable Intelligence at the Point of Service

One of the hottest areas projected for investment in the already heated contact center market is analytics. Recent research indicates that the contact center analytics market will see a compound annual growth rate (CAGR) of 16%, reaching almost $3 billion by 2027.

The market is driven by increasing demand for predictive analytics and real-time monitoring capabilities and integrating data from multiple customer channels and enterprise systems.

The ability to analyze speech, text, agent desktops, self-service, and cross-channel interactions is essential to providing proactive support that is suggested by predictive analytics.

Contribute your expertise to this month's Best Practices topic and help our readers learn how contact center analytics can help them stay on target to provide extraordinary customer journeys.

Roundtable Date: 4/6/2022

➲ Creating an Omnichannel Strategy for Seamless Customer Journeys

Creating a seamless customer journey, integrated across multiple channels, is crucial for delivering smooth, frictionless customer experiences, whether customers engage with you on the phone, your app or website, or even in person at your brick-and-mortar store.

Most likely, your customers are already using multiple channels when doing business with you. According to a recent Harvard Business Review study, 73% of all customers use multiple channels during their purchase journeys.

So how do you meet your customers in their preferred channels and turn these multichannel interactions into a smooth journey?

Contribute your recommendations to this month's Best Practices installment and help our readers create seamless omnichannel experiences that increase customer loyalty and sales.

Roundtable Date: 5/11/22

OCTOBER

Commit: 9/13/22 | **Copy Due:** 9/20/22

➲ AI & Bots in Customer Care

Way back in 2020, Gartner estimated that 40% of all customer interactions will be guided by AI and machine learning technologies by 2023.

Are we there yet? What are the best applications for these technologies? How can organizations use these technologies to expand their self-service capabilities, and how have consumers responded to these promising technologies?

Contribute to this month's Best Practices installment and help our readers understand the current state of AI and bots and where these technologies will be deployed or expanded in the coming year.

Roundtable Date: 12/7/2022

➲ Work Smarter, Not Harder, With Workforce Optimization

Workforce optimization (WFO) is a business strategy focused on balancing customer satisfaction, service levels, employee scheduling, operational costs, and other key performance metrics in order to get the maximum benefit from your contact center agents.

WFO also ensures employees are appropriately scheduled, trained, monitored, evaluated, rewarded, and engaged. WFO includes every functional aspect of running a modern contact center, including workforce management, quality management, business intelligence and analytics, and concepts like agent engagement and customer retention programs.

Contribute your recommendations to this Best Practices installment and educate our readers on the benefits of WFO for better agent experiences that will translate into better customer experiences.

Roundtable Date: 8/17/2022

Updated 2/3/2022

NOVEMBER

Commit: 10/13/22 | **Copy Due:** 10/20/22

➲ **Conversational AI:** The Promise of Intelligent Customer Support

A recent study predicts the global market for conversational AI solutions will reach $12.12 billion by 2025, up from $5.1 billion in 2020. This translates to almost a 19% growth rate over the next 5 years.

Conversational AI is a priority for C-level management, and they are investing in this powerful technology.

Done right, conversational AI enables companies to automate highly personalized customer service resolutions at scale but at a much lower cost than human agents. Many of the most easily automated issues are repetitive and low value, which frees up agents to focus on more complex and high-value inquiries.

Contribute to this month's Best Practices series and inform our readers how incorporating conversational AI into their plans for digital transformation can boost their customer experience excellence.

Roundtable Date: 5/25/2022

➲ The **Management** of **Customer Experiences**

The well-documented benefits of focusing on customer experience (CX) as a significant driver of profits and competitive advantage have elevated customer experience management (CEM) to a strategic priority among CEOs.

Delivering superior CX throughout the customer lifestyle and managing customers' brand perceptions are immense continuous efforts that span departments, technologies, and company culture. CX is such an essential priority, the CEM market is forecasted to expand at a compound annual growth rate of 17.9%, to $23.8 billion, by 2028.

Contribute your recommendations to this month's Best Practices series and help our readers implement or expand their customer experience management programs.

Roundtable Date: 7/27/2022

DECEMBER

Commit: 11/13/22 | **Copy Due:** 11/20/22

➲ **Data Quality** Challenges for a Data-Diven Decade

Businesses have accelerated their digital transformation initiatives, especially in the customer-facing areas of customer care, marketing, and sales. Currently, there is an overabundance of data from multiple sources, leading to accuracy, security, and compliance problems.

What is the best way to deal with these data quality issues to extract maximum value from the torrent of information flowing into your organization?

Contribute your recommendations to this month's Best Practices installment and help our audience solve their fundamental data quality issues.

Roundtable Date: 6/15/2022

➲ **2022 Contact Center Innovations**—Successful Case Study Snapshots

What will be the most significant innovations in contact centers in 2022?

On this special roundtable webcast, we will ask our panel of industry experts to cite concrete examples and case study examples of actual implementations they have delivered with significant success.

We will look at innovations that have produced positive quantitative outcomes as determined by ROI numbers, key performance indicators, and examples of unique, real-world innovations that have helped actual customers achieve significant success.

If you have an innovative success story to share with our audience, this is an excellent opportunity to help our readers build a strong business for their contact center innovations.

Roundtable Date: 11/2/2022

Updated 2/3/2022