

Best Practices



CUSTOMER JOURNEY MAPPING to Craft Superior Customer Experiences

Guiding customers through their journey, from prospects and purchase to customer care and up-sell or resell, requires smooth and satisfying transitions through the various stages in the customer lifecycle.

Certainly there are many opportunities to derail the process, but there are just as many chances to get it right and to form stronger bonds of loyalty from the customer's perspective.

This month's guide will focus on how our readers can map their own customer journeys to deliver great experiences that keep customers coming back.

Roundtable Date: June 21, 2017

In *CRM* magazine's **May 2017 Issue**

Reservations Due: **March 17, 2017** | Content Due: **March 22, 2017**

■ Also in May: THE PROMISE OF WEBRTC IN THE CONTACT CENTER

2017 ROUNDTABLES

January 2017

THE STATE OF IVRs IN 2017

Roundtable Date: January 25, 2017

February 2017

CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

Roundtable Date: February 8, 2017

ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: February 22, 2017

March 2017

SALES TOOLS THAT HELP DRIVE REVENUE

Roundtable Date: March 1, 2017

MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE

Roundtable Date: March 8, 2017

INTERNET OF THINGS MEETS CRM

Roundtable: March 22, 2017

April 2017

DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE

Roundtable Date: April 5, 2017

MARKETING SOLUTIONS AND AUTOMATING PROCESSES

Roundtable Date: April 19, 2017

May 2017

LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS

Roundtable Date: May 3, 2017

KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

Roundtable Date: May 17, 2017

June 2017

THE PROMISE OF WEBRTC IN THE CONTACT CENTER

Roundtable Date: June 7, 2017

CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Roundtable Date: June 21, 2017

July 2017

SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

Roundtable Date: July 12, 2017

USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS

Roundtable Date: July 26, 2017

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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>Standard – 1 page (750 words) \$7,500 net Silver – 2 pages (1,500 words) \$10,500 net Gold – 3 pages (2,250 words) \$14,000 net Platinum – 4 pages (3,000 words) \$16,500 net</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p>January 2017 2017 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 10/28/16 • Content Due: 11/16/16</p>	<p>January 2017 THE STATE OF IVRs IN 2017 Roundtable Date: January 25, 2017</p>
<p>February 2017 MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE THE STATE OF IVRs IN 2017 Reservations Due: 12/2/16 • Content Due: 12/15/16</p>	<p>February 2017 CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS Roundtable Date: February 8, 2017 ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: February 22, 2017</p>
<p>March 2017 DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE MARKETING SOLUTIONS AND AUTOMATING PROCESSES Reservations Due: 1/6/17 • Content Due: 1/19/17</p>	<p>March 2017 SALES TOOLS THAT HELP DRIVE REVENUE Roundtable Date: March 1, 2017 MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE Roundtable Date: March 8, 2017 INTERNET OF THINGS MEETS CRM Roundtable: March 22, 2017</p>
<p>April 2017 CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE Reservations Due: 2/3/17 • Content Due: 2/16/17</p>	<p>April 2017 DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE Roundtable Date: April 5, 2017 MARKETING SOLUTIONS AND AUTOMATING PROCESSES Roundtable Date: April 19, 2017</p>
<p>May 2017 THE PROMISE OF WEBRTC IN THE CONTACT CENTER CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES Reservations Due: 3/3/17 • Content Due: 3/17/17</p>	<p>May 2017 LEVERAGING SALESFORCE SERVICE CLOUD WITH APEXCHANGE SOLUTIONS Roundtable Date: May 3, 2017 KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE Roundtable Date: May 17, 2017</p>
<p>June 2017 SMART CUSTOMER SERVICE ENGAGES CUSTOMERS SALES TOOLS THAT HELP DRIVE REVENUE Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017 THE PROMISE OF WEBRTC IN THE CONTACT CENTER Roundtable Date: June 7, 2017 CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES Roundtable Date: June 21, 2017</p>
<p>July 2017 VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES BUYER'S GUIDE CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017 SMART CUSTOMER SERVICE ENGAGES CUSTOMERS Roundtable Date: July 12, 2017 USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS Roundtable Date: July 26, 2017</p>