

Best Practices



Making the Transition From Multichannel to Omnichannel Customer Service

The challenges of moving to a true omnichannel customer service model can be daunting.

More and more customers are using multiple channels to try and get their questions answered and don't understand why, if they switch from one channel to another, the context of their previous inquiry is lost. They naturally assume that behind the scenes, all systems integrate with each other, because that would make sense. But their expectations for an intelligent transfer of information is often very wrong.

In this Best Practices installment, we will ask industry experts to delineate what they view as the major obstacles inhibiting smooth omnichannel transitions and make recommendations to meet these challenges.

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

Reservations Due: **December 18, 2016** | Content Due: **December 22, 2016**

■ Also in February: THE STATE OF IVRs IN 2017

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

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.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (45,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice – you get the leads)
- 1 month of homepage promotion on www.destinationCRM.com (150,000 visitors per month)
- Social media campaign on Twitter (23,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- 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



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 APPEXCHANGE 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>