

Best Practices



thought leadership & lead generation

# Navigating the World of Smart Customer Service

As smart customer service systems continue their rapid ascent, the landscape is rife with opportunities and challenges. As technology evolves and customer expectations shift, there's a pressing need for seasoned insights to navigate this transformative era.

We invite you, a recognized expert in the field, to delve deeper, offering a comprehensive view of emerging technologies, methodologies, and best practices. Your invaluable expertise can provide direction and clarity to our informed audience, shaping the discourse and setting benchmarks in an ever-evolving domain.

Share your insights and be the beacon of knowledge as we explore the current map of solutions and trends in this installment, **Navigating the World of Smart Customer Service**, in our Best Practices series.

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

**2024 BEST PRACTICES SCHEDULE & 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

**2024 ROUNDTABLE SCHEDULE**

Participation in Webinar Roundtable - \$8,500

<p><b>JUNE</b>  <i>Copy Due 5/25/24</i>  <b>Managing a Remote Contact Center</b>                  Elevate Customer Experiences with <b>Hyper-Personalization</b></p>	<p><b>JUNE</b>  <b>6/12/24 - Contact Center Transformation</b> with AI and Automation  <b>6/26/24 - How AI-Assisted Self-Service</b> Can Transform Your CX</p>
<p><b>JULY</b>  <i>Copy Due 6/25/24</i>  <b>Chatbots, Virtual Assistants, and Generative AI:</b> The Future of Customer Engagement                  Navigating the World of <b>Smart Customer Service</b></p>	<p><b>JULY</b>  <b>7/10/24 - How AI Can Unlock the Voice of the Customer</b>  <b>7/24/24 - Customer Experience Management:</b> Real-World Solutions</p>
<p><b>AUGUST</b>  <i>Copy Due 7/25/24</i>                  AI's Role in <b>Modern Customer Support Centers</b>                  Driving Revenue with <b>Omnichannel Integration</b></p>	<p><b>AUGUST</b>  <b>8/7/24 - Driving Revenue with Omnichannel Integration</b>  <b>8/21/24 - Elevate Customer Experiences with Hyper-Personalization</b></p>
<p><b>SEPTEMBER (PRINT ISSUE)</b>  <i>Copy Due 8/5/24</i>  <b>Managing Security and Compliance Issues</b> in the Contact Center  <b>Customer Experience Management:</b> Real-World Solutions</p>	<p><b>SEPTEMBER</b>  <b>9/11/24 - Chatbots, Virtual Assistants, and Generative AI:</b> The Future of Customer Engagement  <b>9/25/24 - Call Center Analytics</b> for Better Customer Experiences</p>
<p><b>OCTOBER</b>  <i>Copy Due 9/25/24</i>  <b>AI &amp; Knowledge Management</b> for Customers and Agents                  How <b>AI-Assisted Self-Service</b> Can Transform Your CX</p>	<p><b>OCTOBER</b>  <b>10/2/24 - Conversational Customer Service:</b> Convenience Everywhere  <b>10/16/24 - Leveraging Omnichannel Customer Engagement</b> to Stay Connected</p>
<p><b>NOVEMBER</b>  <i>Copy Due 10/25/24</i>  <b>Leveraging Omnichannel Customer Engagement</b> to Stay Connected  <b>Call Center Analytics</b> for Better Customer Experiences</p>	<p><b>NOVEMBER</b>  <b>11/6/24 - Harnessing AI in Modern Customer Engagement Centers</b>  <b>11/20/24 - AI &amp; Knowledge Management</b> for Customers and Agents</p>
<p><b>DECEMBER</b>  <i>Copy Due 11/25/24</i>  <b>2024 Contact Center Success Stories:</b> What Went Right!                  How to Improve Your <b>E-Commerce Customer Experience</b></p>	<p><b>DECEMBER</b>  <b>12/4/24 - 4 Contact Center Success Stories:</b> What Went Right!</p>

## 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](http://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](http://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](http://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](mailto:dennis@destinationCRM.com)

#### Eastern & Central

Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



### RECENT BEST PRACTICES SPONSORS

