

2018 CUSTOMER Magazine Editorial Calendar

ISSUE	EDITORIAL FEATURES	
Q1 2018	<ul style="list-style-type: none"> • Customer Journey You can get there from here. • Grocery Stores Whole Foods and beyond. • Holistic Approaches Linking Physical, Online Experiences Making the connection. • Online Retail How to close the deal. • Personalization Who's doing it right. 	<ul style="list-style-type: none"> • Point of Sale Using it to add value. • Removing Customer Friction Better, faster, cheaper. • Virtual Digital Assistants The privacy problem. • Websites Is it time for redesign? • Why CX Matters Does better customer experience = financial success?
Ad Materials Deadline:.....Friday, February 23, 2018		
Q2 2018	<ul style="list-style-type: none"> • Agent Improvement Who has the best agents and how did they get that way? • Contact Center Efficiency Measuring the success of self-service. • Employee Engagement Does AI really make for happier agents? • IVR Is it getting better? • Machine Learning How it'll change customer service. 	<ul style="list-style-type: none"> • Predictive Analytics Using it to prevent churn. • Telemarketing How to do it right. • Training Getting your people pumped. • Voice of the Customer Building customer input into your process. • Workforce Management & Optimization Better scheduling for better results.
Ad Materials Deadline:.....Friday, April 27, 2018		
Q3 2018	<ul style="list-style-type: none"> • Case Study Cautionary Tales What not to do. • CRM How to populate, integrate these systems. • Damage Control Tools to manage difficult customers & situations. • How to Deal with Difficult Customers Training best practices. • How to Repair a Damaged Customer Relationship Winning them back. 	<ul style="list-style-type: none"> • Litigation & Customer Service When things go really wrong. • Regulations What you need to know and do. • Reinventing Your Business CX and digital transformation. • What Causes Low Employee Morale And how to create positive change. • Why Companies Fire Contact Center Agents And how to avoid that whenever possible.
Ad Materials Deadline:.....Friday, July 6, 2018		
Q4 2018	<ul style="list-style-type: none"> • Bricks-and-Mortar Spending And how to increase it. • Digital Signage The importance of content design. • Online Spending Holiday trends. • How to Encourage Conversion Online chat, WebRTC, and more. • How to Price a Product And live to make a profit. 	<ul style="list-style-type: none"> • Kiosk Shopping Are people really using these things? • Marketing & the AI Revolution How and why everything has changed. • Over-the-Air Product Updates What we can learn from Elon Musk. • UC& the Contact Center What's the relationship? • Video in Customer Service, Marketing & Sales Key trends.
Ad Materials Deadline:.....Friday, October 5, 2018		

What's So Great About Amazon
(Special Supplement)

Culture in the Contact Center
(Special Supplement)

Customer Service Worst Case Scenarios
(Special Supplement)

Consumer Buying Trends
(Special Supplement)