



# CUSTOMER INTER@CTION *Solutions*<sup>®</sup>

#1 In CRM, Call Centers And Teleservices Since 1982™

## 2008 Editorial Calendar

Your Global Media Partner Reaching CRM and  
Contact Center Markets Since 1982



	<b>Workforce Optimization</b>	<b>CRM, BPO And Teleservices</b>	<b>Call Center Technology</b>
<b>January</b>	Workforce Optimization Leaders Discuss What's Ahead For Their Industry	Affordable CRM For The SMB Market	Home Agent Technology: The Challenges Of Virtual And Distributed Contact Centers
<b>February</b>	Improving Contact Center Operations With Performance Management	Top Tips To Build And Keep Customer Loyalty With CRM	How Software As A Service (SaaS) Benefits The Contact Center
<b>March</b>	Implementing Quality Monitoring Solutions	Alternative CRM: Hosted/SaaS And Open-Source	Headsets For The Call Center
<b>April</b>	Call Routing For Today's Contact Centers	To Outsource Or Not To Outsource? Putting Your Call Center In The Hands Of The BPO Pros	Advanced Speech Technologies For The Contact Center
<b>May</b>	Technologies To Improve Workforce Productivity And Reduce Turnover	Keeping CRM Standards High Across All Customer Media	SIP And The Contact Center
<b>June</b>	Evaluating And Purchasing Workforce Management Solutions	Site Selection Roundup	Display Technologies Update And Roundup
<b>July</b>	Eight Reasons Why Performance Analytics Are So Important	CRM Executive Roundtable: Industry Executives Discuss Today's Issues	The Benefits Of IP For The Contact Center
<b>August</b>	E-Learning For The Contact Center	CRM Services And Solutions Roundup	Speech Revolutionizes The IVR
<b>September</b>	Using Contact Center Recordings To Improve Operations And Efficiency	Business Process Outsourcing For The Contact Center	Disaster Recovery: A Plan You Can't Afford Not To Have
<b>October</b>	Workforce Optimization Roundup	CRM And The Mobile Workforce	The Top Ten Ways To Reduce Call Center Costs While Improving Service
<b>November</b>	Harnessing The Flexibility of IP Call Recording	Why Your Call Center Needs Real-Time Data	Buying Headsets For The Call Center/Headset Technologies Roundup
<b>December</b>	<b>2009 Buyers' Guide - Sell Your Products And Services 365 Days A Year!</b>		



And Teleservices Since 1982™

# Editorial Calendar



## Insider's Report

## Awards & Recognition \*

To Help You Differentiate Your Company

## Bonus Distribution

## Materials/IOs Deadline

Customer Inter@ction Solutions' 2007 Product Of The Year Awards



December 20, 2007

15th-Annual MVP Outsourcing Quality Award Highlights



January 17, 2008

23rd-Annual Top 50 Teleservices Agencies Roundup (Outbound)



February 21, 2008

23rd-Annual Top 50 Teleservices Agencies Roundup (Inbound)



March 20, 2008

9th-Annual CRM Excellence Awards (Part I)



April 17, 2008

9th-Annual CRM Excellence Awards (Part II)



May 22, 2008

IP Contact Center Technology Pioneer Awards and The Communications Solutions Product of the Year Awards



June 19, 2008

Customer Inter@ction Solutions' Speech Technology Excellence Awards  
Special Advertising Section: 22nd Annual Corporate Profiles



July 17, 2008

TMC Labs Innovation Awards (Part I)



August 21, 2008

TMC Labs Innovation Awards (Part II)



September 18, 2008

Teleservices Agencies and BPO Who's Who

October 16, 2008

\*For more information or to apply for any Customer Interaction Solutions award, please visit [www.tmcnet.com/awards](http://www.tmcnet.com/awards), or contact Frank Coppola at (203) 852-6800 x131.

November 20, 2008

**KEY**

- Workforce Optimization
- CRM
- Technology
- Teleservices/BPO
- Insider's Report

The Insider's Report will feature breaking news and commentary from some of the best minds in the industry. Each month, readers will see an original expert opinion and analysis on breaking news topics of vital importance to the call center such as legal/legislative matters, self-regulatory organizations (SRO) in the contact center industry, training, hiring and motivation, reengineering, and call center strategy and leadership.

**TMC**

# CUSTOMER INTER@CTION Solutions®

## 2008 MONTHLY FEATURES

### **PUBLISHER'S OUTLOOK**

Every month in the Publisher's Outlook section of *Customer Inter@ction Solutions*®, Nadji Tehrani writes the most insightful, hard-hitting, visionary and provocative column about every relevant, significant industry topic from top management's perspective. Mr. Tehrani's column is regularly read by senior management and prompts a large volume of e-mail correspondence to the Publisher.

### **THE BOARDROOM REPORT**

The Boardroom Report provides a view from the top of the CRM, customer interaction and call center industry. It features the sector's first in-depth, exclusive, CEO-to-CEO interviews with leading executives regarding industry news, analysis, trends, predictions and the latest developments at their companies. As the industry's leading publication since 1982, it is our responsibility to recognize leaders with the best minds in the industry and share their visions and wisdom with our valued readers. Technology Marketing Corp. founder/chairman/CEO Nadji Tehrani will interview the CEOs in conjunction with *Customer Inter@ction Solutions*® editors.

### **HIGH PRIORITY!**

Our Group Publisher Rich Tehrani offers insight on the most important happenings in the contact center and CRM industry and on the technology front.

### **TMC™ LABS REVIEWS**

TMC™ Labs is a state-of-the-art testing facility run by a team of experienced computer and telecommunications engineers. Our readers depend on in-depth, objective, technical evaluations before choosing which products to purchase. The Labs' reviews provide readers with the information they need to make informed buying decisions.

### **WORKFORCE OPTIMIZATION**

This section has been designed to bring you news and developments in the explosive workforce optimization market. We'll provide in-depth coverage for readers of the latest technologies, services and methods in workforce management, call monitoring and recording, hiring and training, performance management, analytics and e-learning.

### **CUSTOMER INTER@CTION NEWS™**

Our monthly news feature covers new products, strategic alliances, mergers and acquisitions, expansions, international news and industry happenings.

### **CONTACT CENTER TECHNOLOGY**

This section is designed to help our readers sort through the vast proliferation of new products and services that exist in the customer contact center marketplace. Select products that deserve the attention of forward-thinking organizations looking for best-in-class solutions are highlighted. This feature will cover technologies both licensed and hosted/on-demand, and will bring readers the latest on CRM, workforce optimization, speech technologies, knowledge management, data security, self-service solutions, dialers, headsets and much more.

### **CRM, BPO AND TELESERVICES**

In this monthly section, we feature an in-depth analysis of the customer relationship management (CRM) arena from both a technological and services standpoint. We cover all aspects of CRM initiatives, including technology, techniques and trends. In this section, we also address the worldwide BPO/teleservices marketplace, a rapidly evolving and globalizing industry that is changing the face of customer service.

### **INSIDER'S REPORT**

The Insider's Report features breaking news and commentary from some of the best minds in the industry. Each month, readers will see an original expert opinion and analysis on breaking news topics of vital importance to the call center such as legal/legislative matters, self-regulatory organizations (SRO) in the contact center industry, training, hiring and motivation, reengineering, and call center strategy and leadership.

### **AWARDS & RECOGNITION**

#### **TO HELP YOU DIFFERENTIATE YOUR COMPANY**

In this section, we present prestigious industry awards and accolades, each month devoted to a different contact center industry sector. This section includes The 22nd Annual Top 50 Teleservices Agencies Ranking, MVP Quality Awards, the Customer Interaction Solutions Product of the Year Awards, the TMC Labs Innovation Awards, The Speech Technology Excellence Awards, the IP Contact Center Technology Pioneer Awards and the CRM Excellence Awards.

### **LAST CALL**

Editorial Director Tracey Schelmetic takes a lighthearted look at the call center industry on the final page of each issue.

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