

2017 EDITORIAL CALENDAR

ICMI.com is the definitive source of information for the contact center industry. Over 100,000 of your peers visit us online each month for research, best practices, resources, and access to our community of customer experience professionals. If you're looking for opportunities to engage with your peers and grow in your profession, consider contributing to ICMI.com. These are the featured topics we'll cover in 2017:

FEATURED CONTENT

- » Infographics
- » #ICMIchat
- » Webinars
- » Tip Sheets
- » Interviews
- » Toolkits
- » Research and Benchmarks
- » Trend Reports
- » Training Tips
- » Tech Trends
- » Blogs and Articles
- » And much more!

We're always looking for original ideas, unique stories, and expert perspectives, but if you need some inspiration, a few suggestions to get your creative juices flowing, read on! (And if these ideas spark new ideas that don't fall under our featured topics, we welcome those, too!)



Share your expertise! Visit [ICMI.com/Contribute](https://www.icmi.com/Contribute) to get involved

JANUARY/FEBRUARY:

Employee Engagement (Morale and Culture)



FEATURED CONTENT

Video: The Best Questions to Ask Customer Service Job Candidates

Article: The Secret to Recruiting, Hiring, and Retaining Superstar Agents

Blog: How to Write Great Job Descriptions

Tech Trends: The Role Technology Plays in Employee Engagement

#ICMIchat: What Are Your Essential Tips and Tricks for Effective Onboarding?

Infographic: Six Characteristics of Highly Engaged Employees

Webinar: Myth vs. Reality: What Contact Center Agents Really Want

Trend Report: The State of Contact Center Agent Engagement

Toolkit: ICMI's Guide to Hiring in the Small Contact Center

MARCH/APRIL:

Metrics



FEATURED CONTENT

Video: Customer Experience Metrics That Matter Most

Article: The Metrics That Belong on Every Contact Center's Dashboard

Blog: How to Measure the Success of a Training Program

Tech Trends: Five Tools that Simplify the Reporting Process

#ICMIchat: What's Next for Contact Center Metrics?

Infographic: Seven Metrics to Watch for Contact Center Success

Webinar: The Five Most Common Contact Center Metrics Mistakes

Trend Report: Everything You Need to Know About New Customer Service Metrics

Toolkit: ICMI's Guide to Building an Effective Agent Scorecard

MAY/JUNE:

Customer Experience



FEATURED CONTENT

Video: Ten Things You're Doing to Annoy Your Customers

Article: Why It's Time to Update Your Customer Access Strategy

Blog: How Millennials Are Changing Customer Expectations

Tech Trends: Five Technology Trends Shaping the Customer Experience

#ICMIchat: What Do Customers Really Want?

Infographic: Ten Expectations of Modern Customers

Webinar: How to Build a Successful VOC Program

Trend Report: Three Trends Changing Customer Expectations

Toolkit: ICMI's Guide to Customer Journey Mapping

JULY/AUGUST:

Omnichannel Customer Service



FEATURED CONTENT

Video: #CCTR Mean Tweets

Article: Omnichannel vs. Multichannel: What's the Difference

Blog: The Keys to Delivering Great Social Customer Service

Tech Trends: Tools that Enable a Seamless Omnichannel Experience

#ICMIchat: How Can We Humanize Customer Service?

Infographic: Omnichannel Customer Service: Hype or Holy Grail?

Webinar: Award-Winning Contact Centers Share Tips for Delighting Customers

Trend Report: Prepare Now for the Contact Center of 2020

Toolkit: ICMI's Guide to Effective Chat and Email Scripts

SEPTEMBER/OCTOBER:

Workforce Optimization



FEATURED CONTENT

Video: The Great Debate: Employee Engagement vs. Employee Satisfaction

Article: Selecting the Right WFO Vendor

Blog: Scheduling Tips for the Small Contact Center

Tech Trends: Five Essential Features of a WFO Tool

#ICMIchat: What's Your Strategy for Reducing Agent Attrition?

Infographic: Ten Tips for Surviving Peak Season

Webinar: Uncovering the Costs and Causes of Contact Center Attrition

Trend Report: What's Next for WFO?: Three Trends to Watch in 2018

Toolkit: ICMI's Guide to Accurate Forecasting and Staffing

NOVEMBER/DECEMBER:

The State of the Contact Center



FEATURED CONTENT

Video: Giving Thanks for Customer Service Superstars

Article: Year in Review: What Changed in 2017?

Blog: The Year Ahead: What Contact Centers Can Expect in 2018

Tech Trends: Three Ways Contact Center Technology Evolved in 2017

#ICMIchat: Lessons Learned from the Biggest #custserv Stories of the Year

Infographic: The Most Powerful Customer Service Quotes of 2017

Webinar: The Most Important Contact Center Trends of 2017

Trend Report: Contact Center Benchmarking Report

Toolkit: ICMI's Step-by-Step Guide to Employee Wellness



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