



Best Practices Monthly Report - October 2017

Innovative Customer Service, Tactic Articles, and Competitive Information

[Seven Ways to Improve Life for your Customer Service Employees](#)

from Forbes - This isn't going to be one of those "Give out some reward stickers for great customer service!" articles. I like a bit of hoopla as much as the next person, but, overall, I think it misses the point; hardworking, customer-facing employees need and deserve more than the temporary excitement of contests and the like.

[Customer Relationship Management \(CRM\) Top 5 CRM Trends for 2017](#)

from CRM Trends - There are over 60 trillion individually indexed web pages out there. According to IBM, 90 percent of the data in the world today was created in the last 2 years. Breaking through to your customer is harder than ever before. We offer 5 new trends for 2017 that will challenge marketers:

[Why Entrepreneurs Need to Embrace a Spirit of Continual Reinvention](#)

from Forbes - Entrepreneurship, and life in general for that matter, is a never-ending cycle of creation and destruction. Ideas, beliefs, and behaviors ebb and flow evolving to influence our lives in different and often unexpected ways. Central to this truth is the concept of reinvention. I think that many times, entrepreneurs feel like the act of personal reinvention is tantamount to admitting failure. They're not wrong.

[Trade Show 101: Trade Show Booth Staff](#)

from Business2Community - The success of a trade show campaign hinges on a well-trained and prepared trade show booth staff and the way they interact with prospects and attendees on the show floor. In this post, we outline the best practices when it comes to staffing your booth, assigning roles and responsibilities to staffers and budgeting concerns when it comes to preparing your trade show booth staff for the show floor.

[A Love Story: When Marketing & Sales Get Aligned](#)

from Business2Community - On the fifth and final episode of this UpClose Podcast Series with Dayle Hall, SVP of Marketing at Lithium Technologies, we discuss the "love story" between marketing and sales. In this episode, you'll discover what's possible when **aligning marketing and sales**, leading the two to work superbly together toward common goals.

[Public Relations Approach is Future of Marketing](#)

from Business2Community - The phrase "public relations" doesn't accurately define the role of PR in the future. So said the 2017 Global Comm. Report, from the Annenberg School for Communications and Journalism. The survey found, "87% of PR executives believe the term 'public relations' does not describe their future."

[Millennials Travel the Most, but Gen Z is on the Rise](#)

from Skift - The behavior of millennials garners plenty of attention, but Generation Z is growing in importance for travel marketers. These highly digital and eager travelers are beginning to enter the workforce, and they want to travel the world right now. Expedia Media Solutions, Expedia's advertising arm, polled 1,001 U.S. travelers who booked a trip online in the last year on their behavior and preferences.

[Tourist Spots Increase Visible Security but Look for More Subtle Methods](#)

from USA Today - Expect to [see more security](#) at your favorite theme parks, festivals, hotels, cruise ships and even vacation condos because of Sunday's massacre — and that could cost you more money — safety experts say. But some companies hope the wave of the future will be security enhancements that you don't notice.

[Why Now is the Time for Sustainability in Travel](#)

from TTG - The travel industry has an important decision to make together. We can either choose to use our industry's distinct influence and capabilities to help shape a more sustainable future for our planet, or we can choose to sit back and possibly watch everything we value erode and disappear.

[New Study Pinpoints Travel Aspects Most Likely to Change](#)

From TTG - A new study from the London School of Economics and Political Science, commissioned by Amadeus, pinpoints which areas in travel are most likely to change in the next 10 years, and urges greater industry collaboration.