

**Discovering our magazine for the first time?  
Well, to know where you have... set foot, attentively read the following:**

- **En-Contact** is an **independent** and **international** (paper and web) magazine, dedicated to **customer service** and **relationship**, as well as **call centers**: exclusive investigations, reports, benchmarks, we attempt to provide our readers with a logically arranged information\* on the 1001 ways to develop your business, by carefully caring for your customers.
- However, in a forever changing world, a film, a book, or a meaningful encounter may also bring a wise enlightenment about these subjects: so please, do not let yourself be surprised if you stumble upon offset columns. One out of every two issues includes a special customer experience edition known as **The Seamless Experience Fanzine**, a registered En-Contact trademark.
- Opened to the world, eclectic, concerned with a program that enriches and entertains without searching for an audience at any cost: in a word, if we were a radio, we would like to be Fip!



*\*Fip : mythical radio by the group Radio France, established in 1971, that acquired, over time, a very loyal -we could even say addicted- public, thanks to its program and musical signatures.*

*\*Or as we say in French, an information raisonné, such as a catalogue raisonné.*

**This year, En-Contact:**

- Will attend the **Rencontres d'Arles**, from July the 2nd to September the 23rd, as well as the festival **Calvi on the Rocks**, at the end of July
- Will produce, every other week, two articles and special reports in English. Indeed, 18 years after its launch, our magazine and company is now crossing a new frontier: becoming the best independent magazine and media company focused on the CRM market, the thrilling call centers, the BPO industry, and all Customer Experience related topics. To achieve this, Chinese and English-speaking markets are now our new fields of investigation.



« CALL CENTER'S  
ARE FAR FROM  
BEING DEAD AND  
THE FRENCH  
CONNECTION IS  
STARVING ! »

Découvrez notre  
nouvelle rubrique :

**INTERNATIONAL**



# Editorial Calendar 2018

## N°102 - February/March

**Closure/handover of the elements: January the 22nd**

**DDM: *Human Touch*** (Why cashiers, deliverymen, lecturers...teleconsultants have nothing to fear from the robots). A report filled with good news.

**Story:** The customer experience of the visitor, the professional and the photographer, in one of the most beautiful cities of the world during the fashion week.

**Fact-checking:** Who will, or who can, replace Vocalcom for the outgoing calls? From Diabolocom and inConcert to Nixxis...

**TSEF:** Bottle or gifts delivery, the customer experience's pain point ? Not necessarily.

## N°103 - April/May

**Closure/handover of the elements: March the 12th**

**DDM: Apax Partners, Ardian, Carlyle, Eurazeo, Dzeta Conseil... Messier Maris. Why do investment bankers and funds are now fond of call centers and customer experience?** (Who gave them this sudden interest? A few funny stories, the fact-checking methods they use)

**Story:** Roanne, Amiens, Carmaux, agglomerations that are grateful for call centers.

**Fact-checking:** Hosts and hostesses' agencies. Penelope, Mahola, Florence Doré or my neighbor's daughter, who should I get for my museum's or ETI's (medium sized business) reception?

**TSEF:** The contactless payment.

### Events:

- 10th-12th of April: **Customer Relationship Show**
- 23rd-25th of May: **the NDG sessions** (First edition)



## N°104 - June/July

**Closure/handover of the elements: May the 22nd**

**DDM: Special Cannes Issue: customer service? Enough with the drama!** (A behind -the-scene special edition about customer services, the call center's representation in the 7th art, and exclusive interviews of celebrities or VIP who started their careers on the phone or in poll institutes)

**Fact-checking:** Golden Headsets. Jabra, Lexound, Plantronics, Sennheiser? Which micro-headset for which use? An attempt to classify the performances that degrade our lustrous wave-set...in call centers.

**TSEF:** Movie theaters do all they can to encourage you to...

### Events:

- 29th of June: **Les cahiers de l'Expérience Client with l'Opinion**

## N°105 - August/September

Closure/handover of the elements: July the 13th

**DDM: Renault, VAG or Toyota... who sells you a car with the best customer care?**

(Confessions from dealers, a former seller, report about a pan-European call center platform)

**Story:** In Greece, with the world leader...

**Fact-checking:** Can the planning of the resources, in the WFM (work force management) tools, be the solution?

**Events:**

- 03rd-05th October: **Customer Experience/The French Forum** (6th edition)

Expérience / The  
Client / French  
Forum®

## N°106 - October/November

Closure/handover of the elements: September the 13th

**DDM: The patient's experience and customer journey in hospitals and clinics.**

**Story:** How the Philippines became the number one destination for call centers. And for how much longer?

**Fact-checking:** Consulting firms for customer experience.

**TSEF:** Can smart data offer customer personalization?

**Events:**

- 18th of October: **Award ceremony for the «Elu Service Client de l'Année» customer service award** (12th edition)
- 30th of November: **Les cahiers de l'Expérience Client with l'Opinion**

## N°107 - December/January 2019

Closure/handover of the elements: November the 22nd

**DDM: And then there was the BPO...and it was a great rumpus. What is going on with and behind these 3 letters?** (Accenture, Comdata, Tessi and all the others dealing with so many things, in the back office.) **Story:** The Corsican investigation.

**Fact-checking:** Temporary employment agencies, Malt or your intuition, which of these can help you uncover telemarketers, a moderator, a customer success manager?

**TSEF:** The retail experience, what's that all about?

*NB: It is to be noted that the contents are subject to change depending on the current events.*

*(DDM: Dossier Du Mois, or in other terms, Story of the Month - TSEF: The Seamless Experience Fanzine)*

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