

## 2017 EDITORIAL CALENDAR

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

### January– February

Workforce  
Enablement



### March– April

Knowledge  
Management



### May– June

Metrics



### July– August

Customer  
Experience



### September– October

Service  
Management



### November– December

The Future  
of Technical  
Support



#### Featured Content:

- Infographics • #HDIchat • 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!)

# January–February:

## Workforce Enablement



**Video:** The Best Questions to Ask Technical Support Job Candidates

**Article:** Rewards and Recognition: What Analysts Really Want

**Blog:** Writing Effective Job Descriptions for All Levels, from Analyst to Director

**Tech Trends:** Gamifying Workforce Enablement: Seven Essential Tools

**#HDIchat:** How Does Your Organization Manage the Onboarding Process?

**Infographic:** The Quintessential Technical Support Professional

**Webinar:** Coaching for Quality Service and Skills-Building

**Trend Report:** The Current State of Staffing and Salaries in the Technical Support Center

**Toolkit:** HDI's Guide to Hiring and Onboarding in the Technical Support Center

# March–April:

## Knowledge Management



**Video:** Ten Best Practices for Effective Knowledge Management

**Article:** Knowledge Management Is for More Than Support

**Blog:** Five Tips for Kickstarting Your Knowledge Management Initiative

**Tech Trends:** Five Tools That Will Take Your Knowledge Management Initiative to the Next Level

**#HDIchat:** How Has Adopting KCS Improved Your Support Organization?

**Infographic:** The Building Blocks of a First-Class Knowledge Article

**Webinar:** Knowledge Management Is More Than a Methodology

**Trend Report:** The Current State of KCS and Knowledge Management in Technical Support

**Toolkit:** HDI's Guide to Implementing an Effective UFFAS Process

# May–June:

## Metrics



**Video:** Google Autocomplete Interviews with Technical Support Influencers

**Article:** Quantifying the Support Center’s Value to the Business

**Blog:** Green Means Go: How to Gamify Metrics in the Support Center

**Tech Trends:** Essential Reporting Tools for the Modern Service Desk

**#HDIchat:** What Unique Metrics Does Your Support Organization Track?

**Infographic:** Metrics That Matter to Technical Support Organizations

**Webinar:** You Can Always Get What You Want: Getting the Right Reports from Your ITSM Tool

**Trend Report:** Trends in Technical Support Metrics, Analytics, and Reporting

**Toolkit:** HDI’s Guide to Developing and Using Effective Balanced Scorecards

# July–August:

## Customer Experience



**Video:** Straight Talk About Surveying: CSAT, NPS, CES, and More

**Article:** Award-Winning Service Improvement: A Case Study

**Blog:** Troubleshooting the Customer Experience

**Tech Trends:** Balancing Changing Technologies and Evolving Customer Expectations

**#HDIchat:** How Does Your Organization Measure CSAT? Is It Working?

**Infographic:** The Essential Elements of a Stellar Customer Experience

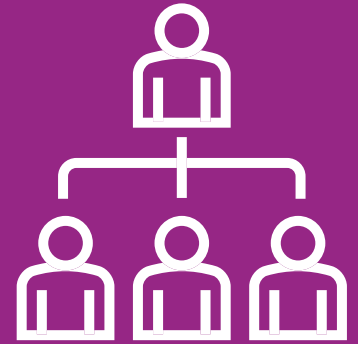
**Webinar:** Optimizing People, Process, and Technology to Meet Your Customers Where They Are

**Trend Report:** Customer Satisfaction in Technical Support

**Toolkit:** HDI's Guide to Mapping the Customer Experience Journey

# September–October:

## Service Management



**Video:** Twenty Service Management Influencers You Should Be Following

**Article:** Award-Winning KCS: A Case Study

**Blog:** Five Obscure Service Management Processes That Deserve More Attention

**Tech Trends:** The Top Five Tools for Enabling Enterprise Service Management

**#HDIchat:** Has Your Organization Taken Service Management Beyond the Service Desk?

**Infographic:** The Pros of Proactive Problem Management

**Webinar:** Business Continuity Planning: Not Just for Disaster Zones

**Trend Report:** The Rise and Evolution of Enterprise Service Management

**Toolkit:** HDI's Guide to Taking Service Management Beyond IT

# November–December:

## The Future of Technical Support



**Video:** Google Autocomplete Interviews with Service Management Influencers

**Article:** Future-Proofing Your Organization: Can It Be Done?

**Blog:** Fighting the Winter Blahs and Focusing on the New Year

**Tech Trends:** The Technology Forecast for 2018: Key Trends and Products on the Horizon

**#HDIchat:** What Are You Most Looking Forward to in 2018?

**Infographic:** New Year's Resolutions for Technical Support

**Webinar:** The Future Is Self-Service: Preparing Your Customers and Organization for Level 0

**Trend Report:** Foresight Is 2020: Predictions in Review

**Toolkit:** HDI's Guide to Starting the New Year Off Right!

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