



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

*Breakfast Business School*

## **SEMINAR**

### **Deep-Dive Into Home-Based Working**

*Delivering Flexibility & Accessing Hard-To-Hire Skills*

*Opportunities, Risks & Rewards Of The Home-based Customer Support Agent Model*

## **WHEN**

Tuesday, November 14<sup>th</sup>, 8.30am – 10am

Plus 30-minutes of optional networking before and after

## **WHERE**

The Ivy Club  
9 West Street  
London  
WC2H 9NE

<http://www.the-ivyclub.co.uk>

## **WHO**

Senior stakeholders in the customer journey

## **R.S.V.P.**

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club United Kingdom **Breakfast Business School™** seminar on Tuesday, November 14<sup>th</sup>, 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is The Ivy Club in London's Soho (<http://www.the-ivyclub.co.uk>).

There is **no charge**; you are invited as our guest.

## **DEEP-DIVE INTO HOME-BASED WORKING**

*Delivering Flexibility & Accessing Hard-To-Hire Skills*

*Opportunities, Risks & Rewards Of The Home-based Customer Support Agent Model*

Using home-based agents as part of a virtual customer service operation improves operational flexibility to deal with seasonal demands and access to specialist skills, such as language, technical and industry-specific capabilities, as well as exceptional intra-day and intra-week peaks.

Operable as a standalone team, or to complement an in-centre operation, home-based agents tap into the lifestyle choices made by many people to work from home and accommodate other life priorities such as family, commuting, retirement and personal priorities. Technology platforms address security requirements, team and one-to-one support, and agent training, while recruitment and team management methods enable selection of candidates and achieve high standards of performance without the need to meet face to face.

## **ATTEND & LEARN**

Join your peers from major UK organisations to learn from one of the world's leading home-based employers. In a 45-minute seminar, SYKES will share the insider-secrets of making home working a success, including:

- Experience from operations in the US, Canada, UK, Germany and Romania covering over 7,000 employees
- Examples of how the team is recruited, trained and managed remotely
- Case studies that look at different models of home-based working (full remote, hub and spoke, decanted seasonal)
- What's necessary to succeed in having all or part of the customer support team working from home

Following the seminar, Jon Snow will host a **30-minute Q&A** session, inviting the audience to ask the questions.

## **BREAKFAST**

Throughout the seminar you'll be served tea, coffee, juices and The Ivy Club's signature breakfast canapés.

## **COST**

Breakfast Business School™ seminars are **free** to our members and invited guests.

## **R.S.V.P.**

If you'd like to accept this invitation, please email your acceptance to:

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



## FACULTY

**Victoria Georgalakis** is Senior Vice President at Sykes Enterprises, one of the world's leading customer interaction management outsourcers. Victoria's operations support customers through in-country, nearshore and @home services, and look after the customer service and technical support needs of international clients across financial services, technology, fashion, FMCG and retail sectors.

**Nick Sellers** has a senior role in SYKES' Strategy & Marketing functions in both Europe and around the world. During the last 30 years, Nick's broad knowledge of outsourcing, customer service, support channel technologies, and international logistics has helped many high-profile brands to improve their after-sales provision and customer experience performance. A passionate advocate for simpler processes and clear customer communication, Nick has helped companies to achieve big step improvements in cost, speed and accuracy.

## BREAKFAST BUSINESS SCHOOL

Breakfast Business School™ is an occasional series of leadership seminars designed to inform, educate and inspire our members and invited guests.

If you have colleagues or connections that wish to be added to the invitation list (subject to qualification), please email [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## DIRECTORS' CLUB UNITED KINGDOM

Today's **Directors' Club United Kingdom** has its origin as a supper club in London's Mayfair. The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the *Directors' Club* and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation.

<http://directorsclub.org.uk>