



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

*Breakfast Business School*

## **EMOTION ANALYTICS**

The Need For Artificial Emotion In Customer Engagement

*Understand The Science Of Emotion: Capturing, Measuring, Analysing, Engaging*

## **WHEN**

Thursday, November 30<sup>th</sup>, 8.30am – 10am

Plus 30-minutes of optional networking before and after

## **WHERE**

The Private Room at The Ivy  
1-5 West Street  
London  
WC2H 9NQ

<https://www.the-ivy.co.uk>

## **WHO**

Senior stakeholders in the customer journey

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

Jon Snow

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



## INVITATION

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

The venue is The Private Room at The Ivy in London's Soho (<https://www.the-ivy.co.uk>).

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

## EMOTION ANALYTICS

The Need For Artificial Emotion In Customer Engagement

*Understand The Science Of Emotion: Capturing, Measuring, Analysing, Engaging*

Hear from **Steven Walden**, Director of Customer Experience at TeleTech, as he outlines the latest application of emotion analytics.

Steven is at the forefront of emotion measurement, previously designing a Forrester-cited emotion measurement process used in such companies as Maersk, Avios and Marks & Spencer.

In this presentation, Steven will deliver some original insights on how emotion analytics has progressed. In particular, how mobility is allowing us to access 'in the moment' responses that capture previously fleeting responses.

Together with Director of Insights, **Peter Dorrington**, TeleTech has extended this into new areas of big data analytics to enable its use in situations where the dependency is on AI; in essence, evolving AI from Artificial Intelligence to Artificial Emotion. This includes the design of an ecosystem approach with leading vendors from social media to journey analytics.

## ATTEND & LEARN

Join your peers from major UK organisations to learn more about the science of emotion and its application to customer engagement and customer experience management.

### Agenda

- A theoretical framework built around weak signal detection – emotions are fleeting!
- The sometimes counter-intuitive nature of emotions
- Why emotions require a different approach to insights capture
- Why narrative is so important
- Case study examples
- A framework for extending into big data
- Better emotional engagement – enabling dialogue and facilitated customer role enhancement

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'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)

## **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>