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DIRECTORS CLUB

To endeavour. To achieve

Customer Obsessives' London Collective

"Experience Is Everything"

SEPTEMBER GATHERING

The Digital Tipping Point

*More than 24,000 consumers and 1,000 businesses across 12 countries have spoken.
How do businesses get the balance right between digital and human customer service?*

WHEN

Thursday, September 28th, 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 leaders with a common obsession with the customer

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



INVITATION

You are cordially invited to attend the September gathering of the **Customer Obsessives' London Collective™**, in association with the Directors' Club United Kingdom.

Date: Thursday, September 28th

Time: 8.30am – 10am, plus 30-minutes of optional networking before and after

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

Guest Speaker: Verint, a world-leading developer of customer engagement solutions, will deep-dive into the outcomes of a global research study on the future of the human in customer service delivery.

Who: This Breakfast & Briefing will see a gathering of the UK's customer-centric leaders from across the business verticals

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

R.S.V.P.

If you'd like to accept this invitation, email jon.snow@directorsclub.org.uk. You may invite a senior colleague to accompany you; please confirm their attendance at the same time as your own.

We have limited capacity; please confirm your attendance ASAP to avoid disappointment.

BRIEFING OVERVIEW

Organisations that embrace digital may be on the pathway to success, but those who do so at the expense of customer engagement with a human touch risk falling behind.

Results from a recent research study by Verint and Opinium of 24,000 consumers and 1,000 businesses across 12 countries reveals that organisations need to balance digital and human customer engagement to thrive – and to survive.

The research reveals:

- 79% of consumers want the human touch to remain a part of customer service
- 90% of consumers concerned about data security and privacy
- 74% don't like dealing with a company that doesn't have a phone number on its website

With the help of real life examples, Verint will discuss these and other key findings from the recent study and outline the steps to improve the customer journey in an increasing digital world. Following the research-outcomes presentation, Jon Snow will host an audience Q&A session.

BREAKFAST

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

VERINT

Visit <http://www.verint.com/digital-tipping-point/uk> to find out more about Verint and this important research study.



CUSTOMER OBSESSIVES' LONDON COLLECTIVE™

Formally launched on June 1st 2017, the **Customer Obsessives' London Collective™** has the ambition to become the leading community of business leaders with a common **obsession** with the customer.

For the remainder of 2017, we will be holding monthly gatherings to provide a taster of the content that will be delivered when the 2018 agenda is revealed this autumn.

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>