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# DIRECTORS CLUB

To endeavour. To achieve

Customer Obsessives' London Collective

*"Experience Is Everything"*

## LAUNCH EVENT

**The AO.com Story Told By David Atherton**

*A Case Study In Achieving Excellence In Customer Experience & Employee Engagement*

## WHEN

Thursday, June 22<sup>nd</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 leaders with a common obsession with the customer

## R.S.V.P.

Jon Snow

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



## INVITATION

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

**Date:** Thursday, June 22<sup>nd</sup>

**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:** The AO.com Story Told By David Atherton: A Case Study In Achieving Excellence In Customer Experience & Employee Engagement

**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.

Attached is the formal invitation PDF.

## R.S.V.P.

If you'd like to accept this invitation, email [jon.snow@directorsclub.org.uk](mailto: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

**David Atherton** is the Director of Customer Experience at **AO.com** with over 20 years' experience in the service sector. David is responsible for AO customer strategy and contact centre operations.

AO.com is the UK's leading online electrical retailer and with its market leading delivery proposition and revered customer service, is on a mission to become the best in Europe.

AO.com started life 17 years ago after the Founder had a £1 bet with a friend that he wouldn't quit his job and start the business. Move forward to 2017 and AO.com are on a rapid growth curve with the mission of being the best electrical retailer in Europe.

AO.com is at the forefront of Customer Experience. Find out how AO.com focus on delivering exceptional service to their customers, from how they approach customer experience to how they engage their people.

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

## BREAKFAST

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

## SPONSOR

This launch event is supported by Genesys, helping companies create exceptional experiences for lasting relationships. See <http://www.genesys.com/uk/about>.



## **CUSTOMER OBSESSIVES' LONDON COLLECTIVE™**

Formally launched on June 1<sup>st</sup> 2017, the **Customer Obsessives' London Collective™** has the ambition to become the leading community of business leaders with a common **obsession** with the customer. This Breakfast & Briefing will be the first gathering and is **free of charge**.

From late September, we are planning a series of breakfast gatherings in Central London with headline speakers drawn from leading customer-centric organisations. Membership will be by invitation and on a subscription basis. More information will be released shortly.

Attendees of the June 22<sup>nd</sup> launch event are under **no obligation** to subscribe to the future series.

## **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>