



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

## *Breakfast Business School*

LEADERSHIP SEMINAR

### **Human & Digital Collide**

*How to create brand ambassadors by bringing humanity to digital cross-channel interactions*

This session will demonstrate the future of CX is a union between technology and humanity

### **WHEN**

Thursday, April 26<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

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



Dear Members & Special Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on **Thursday, April 26<sup>th</sup>**, 8.30am – 10am with 30-minutes of optional networking before and after.

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

This seminar is **free of charge**; you are attending as our guest.

You may bring an internal colleague to accompany you, again at no charge but subject to space availability. Please book his or her guest place when confirming your own attendance. We cannot extend this offer to external contractors or consultants.

## **AGENDA**

8am – 8.30am Arrival, coffee & networking (please arrive by 8.25am)

8.30am – 10am Seminar

10am – 10.30am Coffee & networking (optional)

## **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)

## **SEMINAR OVERVIEW**

*Human & Digital Collide: How to create brand ambassadors by bringing humanity to digital cross-channel interactions*

The customer experience landscape has been forever altered by digital. Your customers have more ways than ever to connect with your brand. Whether that comes via AI (artificial intelligence) and chat-bots or through traditional human associates, consumers expect consistent, rewarding experiences at every touchpoint.

Join TTEC's **Iain Banks**, VP International Markets and **Steve Ellis**, Partner for Learning & Performance for an informative breakfast session as they demonstrate the future of CX is a union between technology and humanity.

You'll discover:

- How to balance automation with humans in the customer experience ecosystem
- Tips for increasing productivity and performance by integrating bots and human associates
- Ways to leverage systems and operational excellence to hire, train and retain world-class people that serve as brand ambassadors within a omnichannel environment
- The importance of having employees motivated, culturally-aligned, and equipped with the right mind-set and skillset to deliver exceptional customer experiences at every interaction.

## **NETWORKING**

Two 30-minute networking sessions before and after the seminar give you an opportunity to meet your peers and expand your network.



## WHO WILL ATTEND?

We are inviting leaders from across UK industry with a stakeholding in customer experience improvement and innovation.

All divisions of modern organisations should understand and manage their impact on customer experience. Therefore, a broad spectrum of leadership roles will be invited and all are welcome to attend.

## OUR SPONSOR

About **TTEC** (pronounced T-tec):

TTEC (NASDAQ: TTEC) is a global customer experience company that designs, builds and operates omnichannel customer experiences on behalf of leading brands across the world.

The Company provides outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that creates human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery centre of excellence, that operates customer acquisition, care, growth and digital trust and safety services.

Founded in 1982, The Company's 49,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [www.ttec.com/emea](http://www.ttec.com/emea)

## BREAKFAST BUSINESS SCHOOL

Directors' Club **Breakfast Business School**<sup>™</sup> is a regular series of leadership seminars designed to inform, educate and inspire our members and special 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>