



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

## *Breakfast Business School*

INSURANCE LEADERSHIP SEMINAR

### **The Insurance Customer Experience: How To Operate With A Customer Lens**

*A seminar for insurance claims leaders and stakeholders, examining the critical role of feedback at each customer touch-point when seeking to grow loyalty and retention*

#### **WHEN**

Thursday, February 1<sup>st</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**

Insurance claims leaders and stakeholders

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

Jon Snow

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



Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on Thursday, February 1<sup>st</sup> at 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>).

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

## **AGENDA**

8am – 8.30am Arrival, coffee & networking

8.30am – 10am Seminar & Q&A

10am – 10.30am Coffee & networking (optional)

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

To accept this invitation, please email [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## **SEMINAR OVERVIEW**

### **The Insurance Customer Experience: How To Operate With A Customer Lens**

*A seminar for insurance claims leaders and stakeholders*

Join your claims leadership peers for a 90-minute seminar examining the critical role of feedback at each customer touch-point when seeking to grow loyalty and retention.

- Learn how leading insurers are delivering customer feedback throughout their organisations to drive continuous improvement and increased customer satisfaction.
- Hear how leading insurers are leveraging new technologies to accelerate their customer experience programmes and improve processes that meaningfully impact their bottom lines.
- Participate in a discussion on how a focus on building loyalty can lead to considerable gains - as much as 20% in Net Promoter Scores over a three-year period.
- Learn how to create a 360-degree view of the customer for your entire company that links customer experiences to the financial outcomes that matter.

A Q&A session will follow, hosted by Jon Snow, with questions taken from the audience.

## **SPONSOR**

This Breakfast Business School seminar is supported by **Medallia**, a leader in customer experience solutions. Medallia helps companies anticipate customer needs and adapt their organisation to meet them. Their mission is to create a world where companies are loved by customers and employees. See <https://www.medallia.com> for more information.



## **BREAKFAST BUSINESS SCHOOL**

Directors' Club Breakfast Business School is a 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>