



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERSHIP SEMINAR

Customer Experience Is The New Disruption

*Exceeding customer experience expectations is key to sustaining long-term revenue growth.
This seminar explores the role of customer experience innovation
when challenging or disrupting markets.*

WHEN

Wednesday, February 28th, 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



Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on Wednesday, February 28th, 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.

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

SEMINAR OVERVIEW

How do you decide whether to innovate or disrupt in order to stay ahead of the curve and the competition?

Since the arrival of brands such as Uber and Airbnb – brands that turned their industries upside down – disruption has become something of a buzzword in business circles. However, while businesses need to innovate to survive, do they really need to disrupt?

How important is customer experience to success in a challenging, fast-paced market?

Customer centricity must be ingrained in operating models, which means that organisations must adopt bold approaches –using data analytics, re-designed processes and a great brand experience to engage with customers. We hear from **Tom Foster-Carter, Chief Operating Officer at Monzo Bank** about their approach and experiences in an industry sector that is experiencing disruption to try and uncover some of the answers.

David Potter, SVP Business Development at Firstsource will make a short presentation on how technology advances, such as the use of advanced analytics, can give actionable insights in sector experiencing disruption and provide some real-life examples of where analytics have delivered real business impact around customer journeys and channel performance.

Siddharth Parashar, Chief Revenue Officer at Firstsource will give an overview on some of their other disrupter clients, such as **giffgaff** and **NOWTV** and how they look to grow their businesses in a challenging environment.

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

Firstsource is a customer experience expert and global provider of customised Business Process Management. Firstsource partners with brands including FTSE 100, Fortune 500 and Nifty 50 companies in the Banking, Financial Services, Insurance, Healthcare, Telecommunications and Media sectors. We operate in India, the Philippines, the UK and the US.

<http://www.firstsource.com>

BREAKFAST BUSINESS SCHOOL

Directors' Club 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

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>