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Directors Club[®]

To endeavour. To achieve

Breakfast Business School

SEMINARS FOR CUSTOMER-CENTRIC LEADERS

Tech Explained

What Is Artificial Intelligence And How Is It Applied To Customer Service?

When

Thursday, February 7th, 8.30am – 10am

Plus 30-minutes of optional networking before and after

Where

[The Ivy Club](#)
9 West Street
London
WC2H 9NE

Who

Senior stakeholders in the customer journey

R.S.V.P.

[Click Here To Register](#)

Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Business School** seminar on Thursday, February 7th at 8.30am – 10am, with 30-minutes of optional networking before and after.

The venue is [The Ivy Club](#), 9 West Street, London, WC2.

This seminar is **free of charge** as a member or invited guest.

Members may bring an internal colleague as a guest, 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)

The Ivy's signature breakfast canapes, tea, coffee and juices will be served throughout

R.S.V.P.

If you'd like to accept this invitation, please [click here to register](#)

Seminar Overview

Tech Explained: What Is Artificial Intelligence And How Is It Applied To Customer Service?

In the past year, the customer service and customer experience professional press has proposed that artificial intelligence (AI) and automation will disrupt the delivery of customer service and customer interaction.

We are told that AI will make service organisations smarter and their staff more productive; delivering greater speed, accuracy and consistency. The vision proffered is one of smaller contact centres compared with today, with chatbots and virtual agents handling all but the most complex enquiries, while the remaining agents will be augmented by AI-powered assistants to boost quality and productivity.

As leaders in customer-centric divisions, we must have an understanding of these disruptive technologies that is deeper than the vision promoted by technology vendors and consultants. If our organisations are to invest in chatbots and agent assistants and other applications of AI, then we need a level of knowledge and insight that enables us to participate in informed debate, negotiation and ROI calculation.

This seminar will start with an introduction to artificial intelligence (from first principles). Followed by a review of how AI powers and enables customer-facing automation technologies, such as chatbots and agent assistants. Finishing with insights into the business case for investment in AI-powered customer service tools.

Networking

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

Who Should Attend?

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

Delegates will include leaders of customer service, self-service, customer experience, user experience, digital, online, e-commerce, customer operations, customer contact, and other allied roles.

Seminar Sponsor

This Breakfast Business School seminar is supported and facilitated by **SYKES**, a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. SYKES' sophisticated solutions satisfy the needs of major companies around the world, primarily in the retail, communications, financial services, technology and healthcare industries.

Find out more about our sponsor at <https://www.sykes.com/united-kingdom>.

Breakfast Business School

Directors' Club Breakfast Business School 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

[Click here](#) for more information on Directors' Club United Kingdom.