



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERSHIP SEMINAR

Contact Centre Customer Experience

Every agent empowered. Every call an opportunity.

This session will provide strategic thought leadership and case study examples of how companies are leveraging CX to empower agents and delight customers

WHEN

Tuesday, May 22nd, 8.30am – 10am

Plus 30-minutes of optional networking before and after

WHERE

King Street Townhouse
10 Booth Street
Upper King Street
Manchester
M2 4AW

<http://www.electichotels.co.uk/king-street-townhouse>

WHO

Senior stakeholders in the customer journey

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



Dear Members & Special Guests,

You are cordially invited to attend the first **Directors' Club Breakfast Business School** seminar outside London, on **Tuesday, May 22nd**, 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is the stunning 6th floor South Terrace Lounge at the super-chic **King Street Townhouse** in central Manchester.

This seminar is **free of charge**; you are invited 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

Contact Centre Customer Experience: Every agent empowered. Every call an opportunity

Managing contact centres and delivering uniform and exceptional service, with many agents, often in multiple locations, is complex!

Join us and your peers as we attempt to cut through some of the complexity.

Forrester Principal Analyst, **Joana van den Brink-Quintanilha** and Medallia Solution Principal for Contact Centres, **Belinda Simmons** will provide strategic thought leadership and case study examples of how companies are leveraging CX to empower agents and delight customers.

The seminar promises to be an unrivalled networking and knowledge-share opportunity for customer-centric leaders from across the North West.

During the event you can expect to:

- Hear practical examples of setting up and measuring contact centre customer engagement programmes (Metrics, Governance, Operating Model)
- Explore the role of contact centre and digital in an Omni-Channel Strategy, and highlight best practice programmes, and how they can be used to empower agents and delight customers
- Hear Forrester's latest perspectives on how to design the contact centre to be customer centric and achieve service excellence

An interactive Q&A session will follow the seminar presentation, allowing the audience to ask questions of the experts. The Chatham House Rule will be invoked.



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 the business verticals. Each invitee has a stakeholding in customer experience improvement and innovation.

Our aim is to gather together a diverse mix of leadership, facilitating new relationships and professional network growth.

OUR SPONSOR

Medallia's mission is to create a world where companies are loved by customers and employees.

Hundreds of the world's best-loved brands trust Medallia Experience Cloud, a software-as-a-service (SaaS) platform, to improve their customer experience.

Through our platform we capture feedback everywhere their customers are, understand it in real-time, and deliver insights and action across their organisation. This empowers organisations and their employees to become more customer-obsessed in their daily decisions.

Using Medallia Experience Cloud, companies can build more loyal customer relationships, grow faster, reduce costs and improve corporate culture.

Our platform helps companies anticipate customer needs and adapt their organisations to meet them.

<https://www.medallia.com>

BREAKFAST BUSINESS SCHOOL

The 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

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>