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# DIRECTORS CLUB

To endeavour. To achieve

## *Breakfast Business School*

SUCCESS STORIES SEMINAR

### **Content Is King In Achieving Self-Service Excellence**

*Success Stories Of Delivering Online Customer Care Content*

#### **WHEN**

Thursday, November 1<sup>st</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.**

[Click here to register](#)



Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Business School** seminar on **Thursday, November 1<sup>st</sup>** at 8.30am – 10am, with 30-minutes of optional networking before and after.

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

This seminar is **free of charge** as a member or invited 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 [click here to register](#)

## **SEMINAR OVERVIEW**

### **Content Is King In Achieving Self-Service Excellence**

#### *Success Stories Of Delivering Online Customer Care Content*

Most customers today go online to transact or find information or seek help. What they find there determines what they do next. According to Gartner CEB research, **nearly six out of ten** of them call customer service.

Online help can be a game-changer and differentiator in modern competitive markets **when delivered properly**.

Join us and hear **four case studies** of online self-service success:

- Global smartphone brand that wanted to improve online content effectiveness and increase their online problem resolution rate. Self-service device tutorials and troubleshooting guides were developed and deployed. Over a short period these increased resolution rates from mid-40% to high-70%
- UK mobile network that had established video how-to guides on their website, but replaced these in favour of self-service tutorials relating to billing, device and service configuration, and troubleshooting, because customers engaged with these more easily. Resolution rates improved from 60% to over 80%
- Global education publisher that experiences huge seasonal peaks during enrolment period. Their online enrolment process led to a large number calling for assistance, however, targeted self-service content dramatically reduced back-to-school workload during these periods
- Video gaming console brand that receives calls from parents of gamers with questions and concerns about their account. Each phone call is still needed to reinstate and reset accounts etc, but the online content has reduced caller effort, resulting in NPS increasing from 45 to 70 points and AHT reducing by 25%



## What You Will Learn

Combining unassisted- and assisted-support resources together creates a compelling model that brings creativity, agility, data science and consumer insights into the customer support arena.

The results are impressive with:

- Quick and agile care content changes
- Digital and contact centre resources collaborating and maintaining high standards of care to customers
- More customers successfully self-serving, improving CX and reducing unnecessary support
- Agent onboarding accelerated and consistency across the team

The **case-studies above** will demonstrate:

- How the model works, and components needed
- The misconceptions associated with self-service
- How to tie self-service and agent-assisted models together for greater success

## 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.

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.

## OUR SPONSOR

This Breakfast Business School seminar is supported 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>.

## 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.house](mailto:jon.snow@directorsclub.house)

For more information on Directors' Club United Kingdom see <http://directorsclub.house>