



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERS' SEMINAR

Success Stories Of Deploying And Optimising Chatbots

In this session you will learn from the case studies of – all too rare – successful chatbot deployments

WHEN

Tuesday, October 16th, 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 **Tuesday, October 16th** 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

Success Stories Of Deploying And Optimising Chatbots

Chatbots, powered by AI – also known as virtual agents – offer organisations and their customers financial and experiential benefits that will only grow over time. We are all starting a journey of discovery through the integration of chatbots with traditional human-centric customer service functions.

Your organisation can only realise this untapped potential for productivity gains and experience improvement, by embarking on this journey and learning through doing, experimenting, failing and ultimately succeeding.

In each business vertical, the organisations that crack how to successfully deploy and optimise chatbots will gain significant cost and CX advantages.

Join us for an insight into what chatbot success looks like and how it is achieved.

IMImobile, a leading cloud communication software and solution provider, has helped a number of businesses to introduce conversational automation solutions, including an artificial intelligence-driven digital assistant for **Britain's first app-based energy supplier**, and a virtual assistant for **one of Europe's leading home furniture retailers**.

What Will You Learn?

With the help of these success stories you will take away the following:

- Reasons why chatbots will play an increasingly important role in all customer service environments
- Key highlights of the business-case for chatbot deployment, including demonstrating realistic ROI
- Practical insights into the complexity involved in deploying chatbots



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.

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

IMImobile is a cloud communications software and solutions provider that enables companies to use mobile and digital technologies to improve and automate customer experience and engagement.

IMImobile's cloud software platform manages over 42 billion messages and 44 billion commerce transactions a year across the world. Organisations that trust us to deliver smarter digital customer engagement include The AA, BBC, Centrica, Dreams, EE, Foxtons, Pizza Hut, SSE, nPower, O2, Vodafone, four out of five tier one retail banks in the UK, and public sector organisations in India, US and the UK.

IMImobile is headquartered in London with offices in Hyderabad, Little Rock, Toronto, Dubai and Johannesburg and has over 1,100 employees worldwide.

For more information see <https://imimobile.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

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