



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Roundtable

LEADERS' DISCUSSION

DISCUSSION

Low Contact Or No Contact

Ideas On How To Design Service To Lower The Number Of Customer Contacts Per Order

WHEN

Tuesday, 25th September, 8.30am – 10.30am

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 leaders with a stakeholding in customer experience and service delivery

R.S.V.P.

[Click here to register](#)



INVITATION

You are cordially invited to attend a **Directors' Club United Kingdom** breakfast gathering of industry leaders with a stakeholding in customer experience and service delivery.

Date: Tuesday, 25th September

Time: 8.30am – 10.30am, plus 30-minutes of optional networking before and after

Venue: The Ivy, 1-5 West Street, London WC2H 9NQ (<https://www.the-ivy.co.uk>)

Roundtable Discussion: Jon Snow, Directors' Club founder, will facilitate a roundtable discussion titled:

Low Contact Or No Contact: Ideas On How To Design Service To Lower The Number Of Customer Contacts Per Order

Who: Leaders from across the business verticals with roles including c-suite, customer service, customer contact, customer experience, customer insight, customer operations, digital, transformation and change.

There is **no charge** for members and invited guests.

R.S.V.P.

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

Capacity is limited by the roundtable format. Please confirm your attendance **ASAP** to avoid disappointment.

DISCUSSION OVERVIEW

For many years customer service leaders have focused on cost reduction, self-service and contact deflection. Increasingly, research shows that customers' preferred method of communication is to self-serve; with the highest level of satisfaction of any channel. Yet contact volumes are **still high and growing**, with increasing complexity and cost due to the explosion in channels.

To meet rising customer expectations businesses need to rethink how they serve their customers.

Join your customer-centric peers and discuss ideas on how to identify and resolve the root causes of customer contacts.

We will focus on how to transition from reacting to problems to proactively preventing them, by making all departments accountable and visible.

In reality, organisations will never achieve a complete zero touch, no contact model. However, this discussion will lay the foundations as to how we can start designing service to lower the number of customer contacts per order.

BREAKFAST

Throughout the event you'll be served tea, coffee, juices and The Ivy's signature breakfast canapés.

SPONSOR

This gathering is supported by **ServiceNow**. More than 4,400 enterprise customers worldwide use ServiceNow to drive their digital transformation. Find out more at <https://www.servicenow.com>.



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.

In May 2018, a three-tier membership structure was introduced.

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.house>