



Directors  
Club®

CUSTOMER LEADERS

ONE-HOUR WORKSHOP

Changing Channel, Changing Chat

How can contact centres use chatbots to deliver a more efficient and positive experience for the end customer, without compromising on a human touch? And how will this make life easier for contact centre agents?

May 13th

11am - 12pm BST

[RSVP](#)

## **AGENDA**

Welcome

Delegate introductions

20-minutes thought-leadership presentation by Noel Lavery of Infobip

30-minutes of interactive discussion and Q&A moderated by Jon Snow of Directors Club

## **DELEGATES**

For this session, we are inviting senior leaders in customer-centric roles with an interest in chatbots.

If you feel this invitation is more appropriate for a colleague, you can nominate them to take your place.

## **FORMAT**

One-Hour Workshop via video conference

No delegate preparation required

Leaders in roles allied to the topic of discussion and who have an interest in the potential of chatbots

Mix of thought-leadership presentation and interactive delegate discussion and Q&A

## **RSVP**

To accept this invitation, please [click here](#) and fill out a short registration form (1-min).

Alternatively, you can reply to the covering email or call Jon Snow on 07966 191 128.

## **ONE-HOUR WORKSHOP**

How can contact centres use chatbots to deliver a more efficient and positive experience for the end customer, without compromising on a human touch? And how will this make life easier for contact centre agents?

Chatbots have faced criticism over the years, but the AI technology and algorithms behind them are only set to get better thanks to progress in natural language processing technology.

Today, customers can interact with chatbots which are programmed to not just answer questions, but use a mixture of past behaviour and current dialogue to provide valuable suggestions.

Join us and other customer-centric leaders for this One-Hour Workshop, which will examine the potential of chatbots to improve the productivity of the contact centre, while also enhancing customer and agent experience.

The agenda will deliver 20-minutes of thought-leadership from chatbot expert Noel Lavery of Infobip, addressing the questions above, followed by an interactive discussion and Q&A moderated by Directors Club chair Jon Snow.

## DIRECTORS CLUB

Today's [Directors Club](#) 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.

## SESSION THOUGHT-LEADER

The thought-leadership for this One-Hour Workshop will be provided by [Infobip](#).

Infobip is a global cloud communications platform that enables businesses to build connected customer experiences across all stages of the customer journey at scale, with easy and contextualised interactions over customers' preferred channels.

Accessed through a single platform, Infobip's omnichannel engagement, identity, user authentication, security, and contact centre solutions help clients and partners overcome the complexity of consumer communications, grow their business, and increase loyalty - all in a fast, secure and reliable way.