



NATIONAL
BUSINESS
IMPROVEMENT
SUMMIT
2016

**DIGITAL CUSTOMER SERVICE &
SUPPORT**

NOVEMBER 23RD

DOUBLETREE BY HILTON LONDON EALING

DIRECTORS CLUB MEMBERS & INVITED GUESTS

£595 PER DELEGATE

DESIGNED & PRODUCED BY JON SNOW

AGENDA

8am Registration Opens

8.45am Chairman's Welcome

9am – 10am Good Ideas Exchange™

This is a roundtable activity with six delegates and an independent chairperson on each topic table. Good Ideas Exchange™ is a unique and proven facilitator of peer-to-peer knowledge-share.

Each delegate shares his/her top improvement tips or tactics at **one** of the following improvement roundtables:

1. Improving Web Chat Experience & Performance
2. Improving Email Experience & Performance
3. Improving Social Customer Service Experience & Performance
4. Improving Customer Self-service Experience & Performance
5. Improving Digital Voice Of The Customer Strategies
6. Improving Integration Of Digital Channels In The Contact Centre

10am – 10.15am Innovation Spotlight

10.15am – 10.45am Morning Coffee + Networking

10.45am – 12.15am Pathways To Improvement™

This is a roundtable activity with six delegates and an independent chairperson on each table. Pathways To Improvement™ is a unique and proven format for peer-to-peer brainstorming of goal achievement journeys.

Each delegate brings his/her next digital customer service & support improvement goal to the table. In turn, each goal is debated and fellow delegates suggest ideas, tactics and next-steps for successful goal achievement.

12.15pm – 12.30pm Innovation Spotlight

12.30pm – 1.15pm Lunch + Networking

1.15pm – 2.15pm Good Ideas Exchange™

Each delegate shares his/her top improvement tips or tactics at **another** of the following improvement roundtables:

1. Improving Web Chat Experience & Performance
2. Improving Email Experience & Performance
3. Improving Social Customer Service Experience & Performance
4. Improving Customer Self-service Experience & Performance
5. Improving Digital Voice Of The Customer Strategies
6. Improving Integration Of Digital Channels In The Contact Centre

2.15pm – 2.45pm Keynote: A Vision For Customer Service & Support In 2026

Dr Nicola Millard: Futurologist, keynote speaker and head of customer insights and futures at BT Global Services

2.45pm – 3.15pm Panel Debate

3.15pm Chairman's Closing Remarks

3.30pm Summit Ends

BOOK YOUR PLACE

On Wednesday, November 23rd we are holding a gathering of customer-centric leaders to focus on making improvements to how organisations deliver customer service & support via digital channels.

The event will offer great opportunities for networking, knowledge-share and learning.

Good Ideas Exchange™

In each of the two *Good Ideas Exchange™* sessions you will meet five different delegates from your peer-group and learn about their top improvement tips and tactics for the topics you have chosen. You will be able to ask them questions and seek their direction regarding how to action the improvements in your organisation.

Pathways To Improvement™

In the *Pathways To Improvement™* session you will again meet five different delegates from your peer-group and learn about their future improvement goals. In return for your ideas and advice, your fellow delegates will offer their insight into how you can achieve your next improvement goal.

Great Networking

Over the day you will meet and get to know at least fifteen customer-centric leaders and their organisations. You will be able to share your knowledge, insight and know-how with them and receive theirs in return.

All discussions will take place under the *Chatham House Rule*, ensuring a trusted and confidential environment.

Directors' Club Members & Invited Guest

This event is open to Directors' Club members and invited guests.

If you are a member but cannot make the event or feel it is more suitable for a colleague(s), I will happily accept your colleague nominations.

If you are not a Club member but would like to attend, please email me and request an invitation stating why you'd like to attend.

I hope to welcome you on November 23rd.

Kind regards,

Jon Snow

Chairman

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