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INNOVATION EXCHANGE WEBINAR

Building a Foundation for Transformative Self-Service

May 9th 1pm – 2pm BST

LIVE ONLINE

Building a Foundation for Transformative Self-Service

“True transformation starts with a solid foundation”

Wednesday, May 9th 1pm – 2pm BST

Self-service has proven its worth in driving case deflection, lowering overall support costs and personalising the customer experience. But did you know that strong self-service programs are strongly correlated to business and support revenue growth, employee retention and overall agent morale?

To truly reap all of the benefits of your self-service strategy, you must go beyond short-term benchmarking and project-by-project “baby steps.” True transformation starts with a solid foundation that can grow across organisational silos and departmental barriers to deliver relevance across your self-service sites.

Attend this instructive session hosted by the **Directors’ Club** and **Coveo**, which will outline vital steps that you can undertake to transform your self-service strategy and understand the true value it is having on your business, underscored by examples from pacesetters and new research showing an opportunity for a dramatic re-think of the metrics that self-service can really impact.

This webinar is **free of charge**.

Who Should Attend

This webinar is aimed at forward-thinking leaders who wish to stay ahead of the curve on new and emerging tech as well as new tech-driven business strategies.

Roles that will benefit from attending this webinar include customer service, self-service, sales support, customer experience, customer contact, customer operations, digital and online.

Register

Register your place (free of charge) via the secure link below:

<https://attendee.gotowebinar.com/register/4080046148099651585>

If the link fails to open, copy and paste it into your browser.

Feel free to forward this invitation to colleagues and connections.

Can’t Make The Date?

If you can’t make the date, register normally via the link above and you’ll receive the video link after the live broadcast.

Introducing The Innovator

Coveo helps companies transform by bringing relevance to every interaction their business has with customers, partners and employees. Coveo improves customer, partner and dealer engagement, and upskills employees with self-learning, AI-powered insights and recommendations across all digital

experiences. Its intelligent solutions drive self-service success from websites to contact centres and intranets. Find out more at <https://www.coveo.com>.

If you have any questions regarding this webinar, please reply to this email.

I hope to have your company on May 9th.

Kind regards,

Jon Snow

Founder & Chairman

Directors' Club United Kingdom

Web: <http://directorsclub.org.uk>

Linkedin.com Profile <https://uk.linkedin.com/in/jonsnowuk>

Email: jon.snow@directorsclub.org.uk

Mobile: 07966 191 128