



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Invitation To Dinner & Debate

TOPIC

Writing The New Rules For Customer Engagement

WHEN

Thursday, January 28th 2016
6.30pm – 10pm

WHERE

Claridge's
Brook Street
Mayfair
London W1K 4HR

<http://www.claridges.co.uk>

WHO

Senior Stakeholders In The Customer Journey

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



FORMAT

Our *Dinner & Debate* evenings are designed to be light, informal and engaging. We aim to deliver opportunities for peer group sharing, learning and networking.

Jon Snow, chairman of the *Directors' Club*, will host the evening and act as timekeeper and discussion moderator.

The Chatham House Rule will be invoked, enabling guests to share experiences and ideas in a confidential and trusted environment.

Our dress code is *business* (or as glamorous as you like).

TOPIC

Writing The New Rules For Customer Engagement

In today's intensely competitive and disruptive business environment, the need for outstanding customer experience has never been more critical. Customer experience has a central role in delivering a company's brand promise and is simply too important to be left to the devices of a single department.

Outstanding customer experience can only be delivered when the business acts in unison, in a highly collaborative and coordinated way. As always, it is the customer who will be the judge and jury!

New research from Verint and Ovum backs-up the necessity for customer centricity.

Questioning more than 18,000 respondents across nine countries, the research reveals some telling trends and preferences. Globally, 89 percent of respondents say good service makes them feel more positively about brands. When it comes to providing a service that stands out against competitors, it's all about speed and convenience. This is reinforced by 81 percent of respondents who just want their questions answered, while 29 percent prefer it when the person they speak to was able to make decisions without checking with their manager. So, getting these basics right and ensuring employees have the tools, skills and relevant information needed to help customers will be key to keeping them on side.

Customer loyalty can only be won when customers feel that the brand serving them has their interests at heart. This is why today customer centricity isn't an option, but is fundamental to survival. While easy to say, it is extremely challenging to deliver across all channels - physical and digital - through which the customer chooses to interact with an organisation.

This *Dinner & Debate* will bring together key stakeholders in digital and physical customer experience to debate the question... *What are the new rules for customer engagement?*



WHERE

At the centre of London's Mayfair, Claridge's is an art deco jewel. It is the embodiment of the grand English style and timeless glamour. For more than a century, it has preserved its unique heritage with all the modern flourishes a guest could wish for, bound together by world-renowned service that is impeccable, intuitive and highly tailored.

Set in the surroundings of the grand art deco Foyer, The Foyer Private Dining Room offers a private magical dining space in the heart of Claridge's.

We hope you can join us at our spiritual home, the place where the *Directors' Club* story began.

R.S.V.P

If you'd like to reserve a guest place (at no charge), please email your request to jon.snow@directorsclub.org.uk.

SPONSOR

This *Dinner & Debate* is sponsored by Verint, a global leader in Actionable Intelligence solutions for customer engagement optimisation.

<http://uk.verint.com>

ABOUT DIRECTORS CLUB

Today's *Directors' Club* has its origin in a small 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.

Membership is by invitation.

<http://directorsclub.org.uk>