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# DIRECTORS CLUB

To endeavour. To achieve

## *Invitation To A Breakfast Seminar*

### TOPIC

Writing The New Rules For Customer Engagement

### WHEN

Thursday, February 4<sup>th</sup> 2016  
8.30am – 10.30am

### WHERE

The Groucho Club  
45 Dean Street  
London  
W1D 4QB

<http://www.thegrouchoclub.com>

### WHO

Senior Stakeholders In The Customer Journey

R.S.V.P.

Jon Snow

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



## AGENDA

8am – 8.30am Registration & Networking

8.30am Seminar Opens

Welcome

Research Findings Presentation

Roundtable Discussion 1

Roundtable Discussion 2

10.30am Seminar Closes

The Groucho Club's signature breakfast canapés will be served throughout the seminar.

## FORMAT

For this *Breakfast Seminar* we are using our *Research & Roundtable* format.

The seminar will open with the presentation of new research findings on the role of customer centricity, low-effort experience, and personalisation in achieving loyalty and advocacy.

This will be followed by two facilitated roundtable brainstorm discussions on topics related to the research findings. The headline outcomes of these roundtables will be collated as a seminar takeaway.

## 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 per cent 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 per cent of respondents who just want their questions answered, while 29 per cent 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 *Breakfast Seminar* will bring together key stakeholders in digital and physical customer experience to debate the question... *What are the new rules for customer engagement?*

## WHERE

*The Groucho Club* was founded in 1985 and was the original new-generation private members club for the creative professions, in particular Arts, Publishing, Film, Music and Advertising. The Groucho's relaxed, effortless style has made it a much sought-after hangout and a welcome escape from the bustle of London's Soho.

## 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](mailto:jon.snow@directorsclub.org.uk).

## SPONSOR

This *Breakfast Seminar* 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>