



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Invitation To A Breakfast Seminar

TOPIC

Best Practice Brainstorm:
Answering Customer Questions Online and On Mobile

WHEN

Wednesday, March 2nd 2016
8.30am – 10.30am

WHERE

The Loft At The Club At The Ivy
9 West Street
London
WC2H 9NE

<http://www.the-ivyclub.co.uk>

WHO

Senior Stakeholders In The Customer Journey

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



AGENDA

8am – 8.30am Coffee & Networking

8.30am Seminar Opens

Welcome

Fresh Perspectives Presentation: Customer Expectations Of Digital Support

Roundtable Discussion 1: Mastering Virtual Agents

Roundtable Discussion 2: Mastering Digital Chat

10.30am – 11am Coffee & Networking

11am Seminar Closes

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

WHO

This *Breakfast Seminar* will be of most value to leaders with responsibility for implementing and managing digital customer support channels.

There is no charge; you are invited as our guest.

All stages of digital support strategy implementation are welcome to participate; from those planning implementations to those first-movers with established digital support units. The variety of experiences will produce a rich and diverse discussion.

Guest job titles will include digital, online, mobile, customer service/support, direct sales, customer contact, and customer experience.

FORMAT

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

The seminar will open with a presentation of *Fresh Perspectives* on how online and mobile customers expect to be supported by a mix of self-service and live agent channels.

This will be followed by two facilitated roundtable brainstorm discussions: Mastering Virtual Agents and Mastering Digital Chat. Subject-matter leaders will chair and facilitate the discussions.

TAKEAWAY

Post-event all guests will receive a highlight summary of the roundtable discussions, compiled by the roundtable chairpersons. A copy of the *Fresh Perspectives Presentation* will also be forwarded.



TOPIC

The two pillars of digital customer support are virtual agent self-service and live-agent chat. Getting these two channels running smoothly and effectively is essential to the overall customer experience of your brand.

This *Breakfast Seminar* offers a knowledge-share and experience-share forum for leaders with a stakeholding in customer support online and on mobile.

WHERE

The Loft At The Club At The Ivy is a fabulous meeting and entertainment space in the private members club wing of The Ivy. The Directors' Club are privileged to host their Breakfast Seminars in this exclusive venue.

R.S.V.P

If you'd like to accept this invitation (at no charge), please email your request to jon.snow@directorsclub.org.uk.

SPONSOR

This *Breakfast Seminar* is sponsored by [24]7 a leading provider of customer engagement solutions and services that use big data and predictive analytics to understand customers and drive better service and sales results for large enterprises.

<http://www.247-inc.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>