



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

## *Business Challenge Breakfast & Briefing*

### **CHALLENGE**

Delivering Multilingual, Cross-border Digital Customer Service Consistently and Efficiently

### **WHEN**

Wednesday, May 17th, 8.30am – 10am  
Plus 30-minutes of optional networking before and after

### **WHERE**

The Ivy Club  
9 West Street  
London  
WC2H 9NE

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

### **WHO**

Senior stakeholders in the digital customer journey

### **R.S.V.P.**

Jon Snow

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



## INVITATION

You are cordially invited to attend a Directors' Club United Kingdom **Business Challenge Breakfast & Briefing** on Wednesday, May 17<sup>th</sup>, 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is the Ivy Club in London's Soho.

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

## CHALLENGE

*Delivering Multilingual, Cross-border Digital Customer Service Consistently and Efficiently*

As consumer preference for digital communication channels matures, so customer support organisations must move beyond simply establishing channel capability, to creating a reputation for **digital customer service excellence**.

Doing this **across Europe** requires careful planning and meticulous execution, while meeting core brand and service expectations.

Leading customer interaction management outsourcer, **SYKES**, will share insider knowhow on achieving high performance and consistency in digital customer service delivery across channels, languages, and cultures.

A 45-minutes briefing will use **success stories** to emphasise the learning points, including:

- How a **global top-three** smartphone manufacturer, which has overtaken Apple in a number of European markets, uses social channels to support customers and track competitor support performance across over 20 languages
- The well-established **Japanese technology and consumer electronics brand** that consolidated in-country customer service teams to a single Western European operation that raised service standards before moving to an Eastern Europe location to reduce costs
- A **global US-origin financial services brand** that outsourced their internal multilingual operation supporting corporate customers from Spain to Edinburgh and improved standards while reducing costs (about 20%)
- A **UK-headquartered global bank** outsourced a multilingual program that was underserved in large-scale internal centres geared to single language support

Following the briefing, Jon Snow will host a **30-minute Q&A** session, inviting the audience to ask the questions.

## BREAKFAST

Throughout the event you'll be served tea, coffee, juices and the Ivy Club's signature breakfast canapés.

## R.S.V.P.

If you'd like to accept this invitation (at no charge), please email your acceptance to:

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



## **DIRECTORS' CLUB UNITED KINGDOM**

Today's **Directors' Club United Kingdom** has its origin as a 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>