



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

LONDON TECH SEC™

Breakfast & Briefing

UNEARTHING ROI

Hidden Treasure Found In Customer Interactions

Analyst Insights Offer Returns Greater Than Their Face Value

WHEN

Wednesday, October 4th, 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 customer journey

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



INVITATION

You are cordially invited to attend a Directors' Club United Kingdom **London Tech Sec Breakfast & Briefing** on Wednesday, October 4th, 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is The Ivy Club in London's Soho (<http://www.the-ivyclub.co.uk>).

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

UNEARTHING ROI

Hidden Treasure Found In Customer Interactions: Analyst Insights Offer Returns Greater Than Their Face Value

Customer analytics gives companies a wealth of insight into the needs of customers seeking assistance. Those insights are much more substantive when they result from human analysis, which reveals what happened before the customer made contact, their emotional state at the beginning and end of interactions, and opportunities to change business processes that result in an easier experience for customers, agents and the business.

ATTEND & LEARN

Join your peers from across **London's Tech Sec** verticals and take away the following:

- The methods applied and why they work so well
- Comparison between quality monitoring, which looks at 6-10 "compliance" attributes and Insight Analytics™ which looks at 60-100 interaction attributes
- The debunking of classic customer service myths
- Case studies based on readouts provided to clients

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

OUR EXPERTS

Victoria Georgalakis is Senior Vice President at SYKES Enterprises, one of the world's leading customer interaction management outsourcers. Victoria's operations support customers through in-country, nearshore and @home services, and look after the customer service and technical support needs of international clients including Sony PlayStation, Samsung, Citibank and Ascensia Diabetic Care.

Bo Young is Executive Director, Customer Analytics at SYKES. Leading SYKES' Analytics and Customer Experience efforts worldwide, Bo's team combines advanced listening and observing techniques with a proprietary data collection tool. This industry-leading work identifies opportunities for customer experience enhancement and creates the environment for delivering the optimal experience for each customer engagement.

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



LONDON TECH SEC™

London Tech Sec is an informal forum of business leaders from across Greater London's technology verticals. Quarterly gatherings are by invitation and address common business themes important when scaling and optimising a tech-centric enterprise.

If you have colleagues or connections who wish to be added to the invitation list, please email 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>