



National  
**Innovation**  
Awards 2017

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United Kingdom

July 5<sup>th</sup> 8.30am – 10am

The Ivy Club, Soho, London

Winner's Briefing + Q&A + Networking

Signature Breakfast Canapés Served Throughout



## WINNER'S BREAKFAST & BRIEFING

### DIGITAL SELF-SERVICE INNOVATION

#### YOUR INVITATION

On May 23<sup>rd</sup> **Jacada** won the live final for the **Digital Self-Service** category of the UK National Innovation Awards 2017.

You are cordially invited to attend the **Winner's Breakfast & Briefing** on Wednesday, July 5<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 (<http://www.the-ivyclub.co.uk>).

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

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

If you'd like to accept this invitation, please email your acceptance to:

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

#### BRIEFING

Jacada's winning entry addressed the following business challenge:

##### ***Reducing Inbound Call Volumes Through Deflection To Digital***

Organisations are investing millions in digital self-service solutions. Despite this digital investment, customers are bypassing self-service and still picking up the phone. The result? Low digital adoption and high call volume.

- According to Forrester, phone usage has remained constant at **73%**, despite the investment in digital self-service solutions
- According to the Yankee group, digital self-service not done right is worse than not doing it all, and results in **increased call volume**
- Mobile Apps are not the panacea to lowering call volume. According to FICO, adoption rates for using Mobile Apps to interact with a business are a dismal **16%**

In fact, statistics show that up to **82%** of interactions still end up in the contact centre.

##### **Award Winning Innovation**

The solution is to influence customers' behaviour and get them to foster digital habits.

Jacada's winning innovation offers a rich and friendly self-service channel that customers can access directly from their smart device and without having to download an app.

**Yaron Ben-Schlus** of Jacada, a leading digital customer service innovator, will give a 45-minute insight into how callers can be diverted to digital self-service without negative impact on their customer experience.



## ATTEND & LEARN

In this insightful and educational Briefing session you will learn how to:

- Eliminate customer's reluctance to self-serve
- Drive adoption of your self-serve assets to lower inbound call volume by a minimum of 10%
- Utilise Virtual Agent technology on the digital AND voice channel to learn customer intent and improve the self-service experience.

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.

## UK NATIONAL INNOVATION AWARDS

The **UK National Innovation Awards** (the Nationals) have been designed by the Directors' Club United Kingdom to recognise business technology innovations and their impact on customer experience, employee engagement, operations performance, product creation, and profitable growth.

As technology and innovation are at the heart of this initiative, we decided to totally reimagine the concept of B2B recognition and award giving.

The outcome is a unique programme that uses an all-digital platform to execute the entire awards process (with the exception of mailing the winner's trophy).

Our aim is to have an as-near-as-possible zero carbon footprint and environmental impact.

Directors' Club United Kingdom is dedicated to promoting the success and growth of all businesses in the United Kingdom. Therefore, the Awards categories are open to all technology developers worldwide who are doing business in the UK.

<http://nationalinnovationawards.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>