



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERSHIP SEMINAR

Defining & Understanding Autonomous CX

A Keystone In The Digital Transformation of Customer Service Operations

This session will focus on Autonomous CX – what it means and how to build a viable service strategy around the digital and human mix

WHEN

Tuesday, April 17th, 8.30am – 10am

Plus 30-minutes of optional networking before and after

WHERE

The Private Room at The Ivy
1-5 West Street
London
WC2H 9NQ

<https://www.the-ivy.co.uk>

WHO

Senior stakeholders in the customer journey

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk



Dear Members & Special Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on **Tuesday, April 17th**, 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is **The Private Room at The Ivy** in London's Soho (<https://www.the-ivy.co.uk>).

This seminar is **free of charge**; you are attending as our guest.

You may bring an internal colleague to accompany you, again at no charge but subject to space availability. Please book his or her guest place when confirming your own attendance. We cannot extend this offer to external contractors or consultants.

AGENDA

8am – 8.30am Arrival, coffee & networking (please arrive by 8.25am)

8.30am – 10am Seminar

10am – 10.30am Coffee & networking (optional)

R.S.V.P.

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

jon.snow@directorsclub.org.uk

SEMINAR OVERVIEW

Defining & Understanding Autonomous CX: A Keystone In The Digital Transformation of Customer Service Operations

If driving is becoming autonomous, why can't customer service?

Autonomous customer service is not a question of human vs machine, but instead addresses the dichotomy of delivering an outstanding customer experience while reducing costs. It is the balancing act of streamlining customer interactions, reducing operational costs, and augmenting the role of the agents by automating manual tasks and offering advanced process guidance – so that agents are fully equipped to resolve complicated inquiries that require human intervention.

Driving forward **Autonomous CX** in the enterprise is about automating call centre operations, boosting agent productivity and enhancing customer experience on both voice and digital.

Join us as we discuss the true definition of Autonomous CX - what it means and how to build a viable service strategy around the digital and human mix, while keeping costs in mind.

Key Discussion Topics:

- Boosting call centre efficiency and agent productivity
- Driving digital adoption to lower inbound call volume
- Contextual transfer from/to assisted service and self-service
- Chatbots, Intelligent Assistant and Contextual Bot Technology

An interactive Q&A session will follow the seminar presentation, allowing the audience to ask questions of the experts. The Chatham House Rule will be invoked.



NETWORKING

Two 30-minute networking sessions before and after the seminar give you an opportunity to meet your peers and expand your network.

WHO WILL ATTEND?

We are inviting leaders from across UK industry with a stakeholding in customer experience improvement and innovation.

All divisions of modern organisations should understand and manage their impact on customer experience. Therefore, a broad spectrum of leadership roles will be invited and all are welcome to attend.

OUR SPONSOR

Jacada helps enterprises significantly reduce costs of their customer service operations by deploying automation solutions and contextual bots. From guiding the contact centre agents and automating their manual tasks to fully automated self-service solutions, Jacada automates interactions while improving customer experience.

Our 27 years of experience in automating customer service processes for global enterprises, together with proven outcome-focused integration capabilities, enable worry-free deployments with lower Total Cost of Ownership.

<https://www.jacada.com>

BREAKFAST BUSINESS SCHOOL

Directors' Club **Breakfast Business School**[™] is a series of leadership seminars designed to inform, educate and inspire our members and special guests.

If you have colleagues or connections that wish to be added to the invitation list (subject to qualification), 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>