



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

SEMINAR

Engaging People-Power To Fuel Customer Experience Improvement

Developing, Engaging And Empowering Employees To Add True Value To The Customer Experience

WHEN

Wednesday, December 6th, 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 & Invited Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on Wednesday, December 6th, 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.

AGENDA

8am – 8.30am Arrival, coffee & networking

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

Engaging People-Power To Fuel Customer Experience Improvement

Developing, Engaging And Empowering Employees To Add True Value To The Customer Experience

Join peers from major UK organisations to learn more about how your people and their insights can add true value to the customer experience.

Hear from **Kath Chivers**, winner of **Customer Experience Professional Of The Year** at the UK CX Awards 2017 and VP Operations at Firstsource, as she outlines how developing, engaging and empowering your people helps deliver a great customer experience, as well as bottom-line results.

Kath manages 3,000 people across three sites, working on behalf of clients such as Sky, Virgin Atlantic and the BBC.

In her presentation, Kath will talk about why she is so passionate about the delivery of superior customer service and how she convinced one major client to shift its primary emphasis from sales to service.

Kath strongly believes that if you create an engaged and motivated team, excellent customer service follows. She achieves this by treating each employee as an individual and through her employee retention programme. Underpinning both is Kath's belief that, when taken collectively, many small improvements and initiatives work best for creating an engaged workforce.

Continuing the focus on people, **Jon Snow** will then interview **Simon Raggett**, Managing Director, Sales at Sky on how people add value to Sky's customer experience.

Finally, **David Potter**, SVP Business Development at Firstsource will make a short presentation on how companies can use customer and colleague insights and emotions to detect problems. This presentation will look at the link between employees and customers and how technology advances, such as the use of advanced analytics, can give actionable insights. He'll provide some real-life examples of where analytics has delivered real business impact around customer journeys and channel performance.



BREAKFAST BUSINESS SCHOOL

Directors' Club Breakfast Business School™ is an occasional series of leadership seminars designed to inform, educate and inspire our members and invited 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>