



Est. 2010

# Directors Club<sup>®</sup>

To endeavour. To achieve

## Breakfast Business School

SEMINARS FOR CUSTOMER-CENTRIC LEADERS

### Customer Service Productivity

*What Is Robotic Process Automation For The Contact Centre?  
Why Is It Important To Customer Service Productivity?*

#### When

Wednesday, March 6<sup>th</sup>, 8.30am – 10am

Plus 30-minutes of optional networking before and after

#### Where

[The House of St Barnabas](#)

1 Greek Street  
Soho Square  
London  
W1D 4NQ

#### Who

Senior stakeholders in the customer journey

R.S.V.P.

[Click Here To Register](#)

Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Business School** seminar on Wednesday, March 6<sup>th</sup> at 8.30am – 10am, with 30-minutes of optional networking before and after.

The venue is [The House of St Barnabas](#), 1 Greek Street, Soho Square, London, W1D 4NQ

This seminar is **free of charge** as a Directors' Club member or invited guest.

Members may bring an internal colleague as a guest, 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)

Breakfast-bites, tea, coffee and juices will be served throughout

## R.S.V.P.

If you'd like to accept this invitation, please [click here to register](#)

## Seminar Overview

*What Is Robotic Process Automation For The Contact Centre? Why Is It Important To Customer Service Productivity?*

### Your Learning Outcomes:

- Definition and first principles of Robotic Process Automation (**RPA**) in the context of the contact centre and customer service delivery
- The key features differentiating end-to-end customer service automation from its traditional back-office RPA counterparts
- The interplay between intelligent assistance, automation and human interaction in your RPA strategy
- Real-world use cases and ROI

In customer service, automation is key in reducing costs and increasing operational efficiency but only if the technology works in tandem with the human counterpart to tackle with empathy and care increasingly complex customer interactions.

Automation with a human touch is where **Customer Service RPA** stands apart in the saturated RPA market. Customer Service RPA is the use of real-time, attended and unattended RPA to enable end-to-end customer service automation for both customer self-service and agent assisted service interactions. It is this unique hybrid of robot and human automation that can fully support customer service complexities, amplify agent productivity and increase operational efficiency.

Customer Service RPA powers intelligent agent engagement from within the agent's desktop, freeing the agent from product and system complexity to focus on the customer and provide deeper, more meaningful engagements. It expands self-service from responding to questions to completing customer requests, and if requested, provide a seamless connection to a live agent to continue the interaction without having to repeat information or rekey data.

Customer Service RPA amplifies agent productivity with a bot working side-by-side with the agent to automate mundane and repetitive tasks, retrieve information from different system, and provide real-time process guidance. Invoked as needed to drive efficiency and speed into the interaction. Reported results include reduction of 30% in Average Handling Time (AHT) and savings of more than £20M in operational costs.

Find out how organisations are using Customer Service RPA to transform agent desktop environments, eliminate multichannel friction and support customers' end-to-end journeys, all while balancing automation and human relationships. Real case studies and results will be shared for you to quantify the business value of Customer Service RPA over traditional RPA technologies.

## **Networking**

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

## **Who Should Attend?**

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

Delegates will include leaders of customer service, self-service, customer experience, user experience, digital, online, e-commerce, customer operations, customer contact, and other allied roles.

## **Seminar Facilitator**

This Breakfast Business School seminar is supported and facilitated by **Jacada**, a leader in customer service automation technologies. Visit <https://www.jacada.com>.

## **Breakfast Business School**

Directors' Club Breakfast Business School is a regular series of leadership seminars designed to inform, educate and inspire our members and invited guests.

[Click here](#) for more information on Directors' Club United Kingdom.

## **The House of St Barnabas**

Located in the heart of Soho in a Grade 1 listed Georgian townhouse, the club at [The House of St Barnabas](#) is a private members' club like no other. It is a social enterprise. Membership fees and donations facilitate the work of its Employment Academy, supporting people affected by homelessness in London to find and thrive in lasting paid work.