



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERSHIP SEMINAR

Managing High-Season Customer Service: Don't Let Demand Peaks Become CX Troughs

A seminar for leaders allied to customer service and customer experience. Learn how to successfully scale support capacity for high-season and demand spikes, whilst controlling costs and meeting customer experience objectives.

WHEN

Wednesday, May 16th, 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 customer service and sales

R.S.V.P.

jon.snow@directorsclub.org.uk



Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on Wednesday, May 16th at 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is **The Loft at The Ivy Club** in London's Soho (<http://www.the-ivyclub.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 & Q&A

10am – 10.30am Coffee & networking (optional)

R.S.V.P.

To accept this invitation, please email jon.snow@directorsclub.org.uk

SEMINAR OVERVIEW

Does your organisation have demand spikes around key events in the year?

Industry examples include:

Retail – achieving a 10x ramp in customer service agents for seasonal Christmas demand

Education – providing help with online enrolment and course material access as the new academic year gets started

Tax – as year-end deadlines approach, accounts software users need instant support to get their returns posted in time

Travel – dealing with Summer and Winter holiday peaks present double headaches for operators

Health – post-Christmas weight-loss plan demand always peaks as people move past holiday indulgences

Video Gaming – Christmas Day is the busiest day of the year, with above-normal demand for weeks before and after

Telecom – major new phone launch? Network security issue? Planned and unplanned seasons demands considerable additional capacity

Don't Let Demand Peaks Become CX Troughs

Customer service metrics are hard to meet at the best of times. But when your support team needs to scale-up to meet short-term, seasonal demand, the likelihood of failure and the risk to your brand reputation and customer experience objectives increase significantly.

Home-based customer service agents provide the right model to scale and beat targets even during those stressful periods of heightened demand.



Attend & Learn

At this seminar you will discover how to meet or beat customer service KPIs during your high-season or demand spikes using home-based agents.

- Mini-case studies of successful upscaling of customer service capacity for high-season and demand spikes
- The model for recruiting and managing home-based agents for short periods
- Supporting systems and processes needed to deliver customer service at peak-scale
- How to control costs in periods of extreme demand

SPONSOR

This Breakfast Business School seminar is supported by **SYKES**, a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. SYKES' sophisticated solutions satisfy the needs of major companies around the world, primarily in the retail, communications, financial services, technology and healthcare industries.

Find out more about our sponsor at <https://www.sykes.com>.

BREAKFAST BUSINESS SCHOOL

Directors' Club Breakfast Business School is a 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>