



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 16<sup>th</sup>, 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](mailto: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 16<sup>th</sup> 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](mailto: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](mailto: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>