



Est. 2010

Directors Club[®]

To endeavour. To achieve

Breakfast Business School

LEADERS' SEMINAR

How Can Organisations Get The Online Vs. Offline Experience Aligned For Customers?

Join this gathering of retail, e-commerce, consumer goods and consumer tech leaders to hear success stories in online offline CX convergence, along with the latest market trends

When

Tuesday, May 21st, 8.30am – 10.30am

Plus 30-minutes of optional networking before and after

Where

The Private Room
[The Ivy](#)
1-5 West Street
London
WC2H 9NQ

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 Tuesday, May 21st at 8.30am – 10.30am, with 30-minutes of optional networking before and after.

The venue is The Private Room at The Ivy, 1-5 West Street, London, WC2H 9NQ.

This session is **free of charge** for Directors' Club members and invited guests.

You may bring an **internal colleague** as a guest, again at no charge but subject to space availability. Please book his or her guest place at the same time as your own.

Agenda

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

8.30am – 10.30am Seminar with guest speakers and audience Q&A

10.30am – 11am Coffee & networking (optional)

The Ivy's signature breakfast canapes, 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

How Can Organisations Get The Online Vs. Offline Experience Aligned For Customers?

The convergence of online and offline customer experience is much talked about, but few have successfully achieved it. Join us for a relaxed, informal seminar over breakfast that will demonstrate and illuminate how online offline CX convergence can be achieved.

After each segment the audience will have the opportunity to ask questions of our guests.

Waitrose - Online Vs. Offline

Stuart Eames, Retail Innovation Lead, Waitrose, in conversation on how they have introduced technology in-store to help connect the employee to the customer and improve their experience.

Ralph Lauren - Convergence Case Study

How Ralph Lauren use chatbots to deliver customer service that never sleeps. Teleperformance will talk about how they worked with the client to deliver a chatbot solution that delivers great customer experience, allowing agents to focus on more complex customer interactions.

Oracle - Evolution Of Omnichannel And The Experience Economy

Christine Bardwell, Global CX Strategy Lead, Oracle on how omni-channel has evolved, how social media channels are becoming online stores and the experience economy.

Matt Baron - Customer Contact Operating Models In An Era Of Channel Convergence

Matt Baron, a consultant with deep industry knowledge on transformation. Matt has strong views on how organisations should approach, define and create the right operating model enabling reduced operating costs, lessening risk but driving increased quality and customer satisfaction.

Who Should Attend?

We are inviting leaders from across the retail, e-commerce, consumer goods and consumer tech sectors who have a stakeholding in customer experience improvement and innovation.

Delegates will include leaders of retail, e-commerce, customer service, self-service, customer experience, customer operations, customer contact, automation, transformation, change, digital, and other allied roles.

Networking

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

Seminar Sponsor

This Breakfast Business School seminar is supported by [Teleperformance](#), the global leader in outsourced omnichannel customer experience management.

Teleperformance helps clients build their customer experience strategies regardless of the channels to be used. Our services are tailored to individual requirements and needs, and include omnichannel customer service, customer relationship management, customer acquisition, automation and artificial intelligence, back office processing, multilingual services, and technical support.

Clients choose Teleperformance because they want a level of service that is unsurpassed, to protect their brand, grow their market share, increase their sales, and improve their customers' experience.

Teleperformance is a people company and we are proud of the people culture we have developed, including supporting people by offering tools to develop their lives, as well as the skills to do a great job for our clients.

Find out more at <http://uk.www.teleperformance.com>

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>