



Est. 2010

# Directors Club<sup>®</sup>

To endeavour. To achieve

## Breakfast Business School

SEMINARS FOR LEADERS

### Scaling Customer Service To Facilitate High Customer Growth

Scaling-up Customer Service In High-Growth and Hyper-Growth Companies To Deliver Consistent Customer Experience Across The Growth Curve

#### When

Thursday, May 9<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

#### 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 Thursday, May 9<sup>th</sup> at 8.30am – 10am, with 30-minutes of optional networking before and after.

The venue is [The Ivy Club](#), 9 West Street, London, WC2.

This seminar is **free of charge** as a 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)

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

High-growth objectives present many customer service challenges that can be a serious threat to the brand, deflecting from business goals and challenging financial stability.

There are many examples of rapid scale-ups that failed to deliver on customers' experience expectations, leading to loss of growth momentum and reputational damage.

In the perfect world, high-growth challengers and disrupters would scale their customer service capability in perfect alignment with customer acquisition, without burdening the company with inflexible fixed assets and overheads.

Join us to understand these operational challenges associated with high-volume customer acquisition, and find out how outsourcing the customer service scale-up can maintain customer experience even on the steepest part of the growth curve.

SYKES, a world leader in delivering high-growth customer service scale-ups, will present this seminar, drawing upon their experience of multinational roll-outs.

The seminar agenda will include:

- Scaling customer contact teams in-line with demand
- Multilingual customer service capability
- Options for service delivery location – in-centre, home-based, nearshore, offshore
- Customer self-service support options, including AI and automation

Success-story case-studies will illustrate how the outsourcing model delivered the above, including:

- Chinese smartphone brand intent on scaling the global rankings fast to surpass Apple and use social networks extensively in helping customers
- Challenger bank that disrupts the way online purchases are made, creating new customer audiences for online retailers
- Fast food outlet order and delivery service that enables takeaway and restaurant meals delivery for customer convenience

These all had the following common attributes:

- Grew quickly from a handful of internal customer service colleagues
- Scaling-up in-house would have required real estate, infrastructure and capabilities associated with big business
- Growing across countries and languages
- Needing to provide a digital customer service experience
- Aspiring to automate and increase capacity

## 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 high-growth companies with a stakeholding in customer experience improvement and innovation.

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

## Seminar Sponsor

This Breakfast Business School seminar is supported and facilitated 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 regular series of leadership seminars designed to inform, educate and inspire our members and special 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)

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