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Directors Club[®]

To endeavour. To achieve

Breakfast Roundtable

LEADERS' HOT-TOPIC DEBATE

Becoming Millennial-Friendly

Exceeding The Customer Experience Expectations Of The Uber, Monzo, Deliveroo Generation

When

Tuesday, February 12th, 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 Roundtable** discussion on Tuesday, February 12th 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** 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 – 10.30am Roundtable discussion, moderated by Jon Snow

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](#)

Discussion Overview

Exceeding The Customer Experience Expectations Of The Uber, Monzo, Deliveroo Generation

Millennials and increasingly Gen-Zs are early adopters of innovative and disruptive services delivered or facilitated by mobile apps. They are also the next consumer powerhouse generation.

The market valuations of Uber, Monzo, Deliveroo, Airbnb, Netflix et al reflect their growth potential as consumers move from analogue to digital.

Customer experience is the battleground as rivals seek the rapid scaling required to dominate a sector. As a result, the bar is being continuously raised and CX innovation is determining success.

For long-standing businesses, the fast moving change and seemingly constant disruption can be viewed as a threat or an opportunity. For the purposes of this discussion, we view it as an opportunity!

This roundtable session will bring together leaders from a range of sectors to discuss how customer experience expectations are changing and how businesses must respond.

The issues we'll cover in a wide-ranging debate will include customer experience as a brand, changing customer service demands, and emerging channels of customer communication.

Networking

Two 30-minute networking sessions before and after the session 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 Sponsor

This Breakfast Roundtable is supported by [Odigo™](#) – the full-stack cloud-based contact centre solution.

Odigo is a modular platform targeted towards customer care, sales, and service desk processes for end users, company employees, and citizens in the public sector. With more than 350 clients in 17 countries, Odigo handles around 3bn interactions per year, including voice, messaging, email, video chats, social media messages, SMS, and IoT transactions. It has four modules:

- Odigo Contact Centre for omnichannel routing, recording, WFM, and quality monitoring
- Odigo Concierge, an omnichannel (voice and digital) bot, designed for self-service and qualification
- Odigo Campaign suite to push messages for marketing campaigns and notifications
- Odigo Analytics for customer insights

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

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