



Est. 2010

Directors Club[®]

To endeavour. To achieve

Breakfast Roundtable

RETAIL LEADERS' DEBATE

Swimming The Channels Of Retail Transformation: Will There Be More Digital And Less Physical In The Rebalancing Of Omnichannel Retail?

This gathering of retail leaders will discuss the state of omnichannel today, and how the "balance of power" is shifting between the channels of customer engagement

When

Wednesday, May 8th, 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 retail 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 Wednesday, May 8th 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. 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 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

Swimming The Channels Of Retail Transformation: Will There Be More Digital And Less Physical In The Rebalancing Of Omnichannel Retail?

The optimum balance between physical and digital channels in an omnichannel retail transformation strategy changes almost constantly. For example:

- Rising property taxes and in-store employment costs impacts the economic viability of the store channel
- The push to reduce fixed costs sees retailers nudge customers towards self-service and automated channels and away from traditional contact centre channels
- Consumer acceptance of mobile purchasing is shifting investment towards branded apps and social channels
- New channels of engagement and transaction are emerging all the time. For example, Instagram's new purchase from the picture offering is a new channel

Join us and other retail leaders to discuss the state of omnichannel today, and how the "balance of power" is shifting between the channels of customer engagement.

Networking

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

Who Should Attend?

We are inviting leaders from across the retail and e-tail sectors who have a stakeholding in customer experience improvement and innovation.

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

Roundtable 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

For more information visit <https://www.odigo.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.

In May 2018, a formal three-class membership structure was introduced and in October we were awarded a registered trade mark for the term Directors Club.

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>