



Est. 2010

Directors Club[®]

To endeavour. To achieve

Breakfast Roundtable

LEADERS' HOT-TOPIC DEBATE

Understanding The Unicorn Effect

How the new breed of unicorns – Uber, Monzo, Deliveroo et al – are changing the customer experience expectations of all generations

When

Thursday, October 10th, 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 Thursday, October 10th 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.

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

Understanding The Unicorn Effect

How the new breed of unicorns – Uber, Monzo, Deliveroo et al – are changing the customer experience expectations of all generations

Millennials and Gen-Zers are early adopters of innovative and disruptive services delivered or facilitated by mobile apps. They are the next consumer powerhouse generations.

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

An equally fascinating trend, is the rapid adoption of Millennial-centric tech and behaviours by the Gen-X and Baby-boomer generations.

Customer experience is the battleground as rivals in each category seek the rapid scale-up required to dominate. 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 roundtable discussion, 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

Odigo is a Directors' Club Knowledge-share Partner.

Visit [Odigo.com](#) for more information on their market-leading solutions.

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.