



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

*Leadership Dinner & Debate*

## DEBATE

Self-Service Is The Future Of Customer Interaction

*How To Foster Digital Habits And Shift Customers' Service Preferences*

## WHEN & WHERE

Thursday, November 9<sup>th</sup> 6.30pm – 9.30pm

Postillion Private Dining Room

Roux At The Landau

The Langham Hotel, London

## WHO

Senior Stakeholders In The Customer Journey

## COST

Free Of Charge

## R.S.V.P.

Jon Snow

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)





## INVITATION

You are cordially invited to attend the **Directors' Club United Kingdom Self-Service Roadmap Dinner & Debate** at the Roux At The Landau restaurant within The Langham Hotel in Central London on Thursday, November 9<sup>th</sup> from 6.30pm to 9.30pm.

There is **no charge**; you are invited as our guest.

## DEBATE

*Self-Service Is The Future Of Customer Interaction*

### **Agree? Disagree? Interested In The Views Of Your Peers?**

Join customer-centric leaders from across UK-industry for a delicious four-course dinner, over which we will debate the competitive necessity of self-service as customer interaction preferences and expectations shift to digital.

Questions to be addressed include:

- What are the dinner-guests' expectations for the shift to customer self-service?
- Which interaction types will remain in the person-to-person channels post the AI-driven automation revolution?
- Do some customer segments already prefer self-service channels?
- How can we deflect service enquiries away from the contact centre and towards self-service channels?
- How can we influence and shift the service preferences of those customers who still expect and value the human touch?

## VENUE

Our Dinner & Debate will take place in the magnificent Postillion private dining room at Roux At The Landau, a part of the Langham Hotel. The exquisitely appointed dining room provides a charming and intimate setting for our roundtable discussion. I hope you can join us.

## FORMAT

Our Dinner & Debate evenings are designed to be light, informal and engaging. We aim to deliver opportunities for peer group sharing, learning and networking.

Jon Snow, chairman of the Directors' Club United Kingdom, will host the evening and act as discussion facilitator and moderator.

The **Chatham House Rule** will be invoked, enabling guests to share experiences and ideas in a confidential and trusted environment.

Our dress code is business/business casual (or as glamorous as you like).

## R.S.V.P.

If you'd like to accept this invitation, please email your acceptance to:

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



## SPONSOR

This Dinner & Debate is supported by **Jacada**, a leading provider of digital transformation solutions that improve the effectiveness of customer interactions.

<https://www.jacada.com>

All our sponsors are subject matter experts and knowledge-leaders in their fields, contributing cutting-edge insight and knowhow to our roundtable discussions.

## OBLIGATIONS

Directors' Club United Kingdom Dinner & Debates are non-commercial forums for knowledge-share and networking. You are under no obligation to engage with our sponsor after the event.

## ABOUT

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.