



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Leaders' Breakfast

BREAKFAST ROUNDTABLE DISCUSSION

The Ethics Of Automation: Striking A Balance Between Human & Automated Customer Service

WHEN

Thursday, June 14th, 8.30am – 10.30am
Plus 30-minutes of optional networking before and after

WHERE

The Private Room at The Ivy
1-5 West Street
London
WC2H 9NQ

<https://www.the-ivy.co.uk>

WHO

Senior leaders with a stakeholding in customer service delivery

R.S.V.P.

Jon Snow

jon.snow@directorsclub.house



INVITATION

You are cordially invited to attend a **Directors' Club United Kingdom** breakfast gathering of industry leaders with a stakeholding in customer service delivery.

Date: Thursday, June 14th

Time: 8.30am – 10.30am, plus 30-minutes of optional networking before and after

Venue: The Ivy, Soho, London (<https://www.the-ivy.co.uk>)

Roundtable Discussion: Jon Snow, Directors' Club founder and chair, will facilitate a roundtable discussion titled:

The Ethics Of Automation: Striking A Balance Between Human & Automated Customer Service

Who: Leaders from across the business verticals and from roles including customer service, customer contact, customer experience, customer insight, customer operations, digital, transformation and change.

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

R.S.V.P.

If you'd like to accept this invitation, please email jon.snow@directorsclub.house

We have limited capacity; please confirm your attendance ASAP to avoid disappointment.

DISCUSSION OVERVIEW

Introducing or scaling AI-powered automation as a new channel for customer service delivery, offers organisations opportunities to cut the cost-to-serve, while improving customer experience through greater convenience, availability and accuracy.

However, automated service delivery is not appropriate for all customers, in all circumstances, and at all times.

Ethical considerations – both voluntary and regulation-imposed – require organisations to understand how to **strike a balance** between maximising the opportunities offered by a shift to automated channels and maintaining service accessibility and availability for all customer segments.

Jon Snow will moderate a roundtable discussion that will first, identify the **key ethical issues** that require consideration when planning or scaling automated customer service channels. The participants will then debate how to go about **striking the balance** between human and automated service delivery.

BREAKFAST

Throughout the event you'll be served tea, coffee, juices and The Ivy's signature breakfast canapés.

SPONSOR

This gathering is supported by Genesys, helping companies create exceptional experiences for lasting relationships. See <http://www.genesys.com/uk/about>.



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 three-tier membership structure was introduced.

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>