



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

RESEARCH REVEAL WEBINAR

Future of Person-to-Person Customer Communication

Tuesday, June 5th 1pm – 2pm BST

LIVE ONLINE

This is the first output from Directors' Club Research Unit

Webinar registrants will receive a free copy
of the research report

The research was undertaken in association with

KURA and **Inisoft**

Dear Members & Invited Guests,

Join us on Tuesday, June 5th at 1pm – 2pm BST for this exclusive **Research Reveal Webinar**, previewing and analysing the first output of the **Directors' Club Research Unit** titled:

Future of Person-to-Person Customer Communication

This webinar is **free of charge** to Directors' Club members and invited guests.

Registrants for this webinar will receive a **free copy** of the research report after the live webinar.

Register

Register your place (free of charge) via the secure link below:

<https://attendee.gotowebinar.com/register/6779319707143275521>

If the link fails to open, copy and paste it into your browser.

Feel free to forward this invitation to colleagues and connections.

Preview

Customer expectations and business economics are two unstoppable forces of change, which constantly pressure today's CEOs to evolve their organisations.

Findings from the first **Directors' Club Research Unit** report gauging the speed of change, supported by leading customer management outsourcer **Kura** and software specialist **Inisoft**, indicate UK companies can no longer afford to respond to low-complexity customer enquiries via person-to-person channels of communication. Added to this, customers increasingly prefer to self-serve and have little patience when forced to engage with a person regarding simple enquiries.

Over a 60-minute webinar we will be summarising the report's findings and drawing insight and commentary from experts in the field of customer communications.

Who Should Attend?

This webinar is aimed at forward-thinking leaders who wish to stay ahead of the curve on new and emerging trends in customer contact or interaction.

Roles that will benefit from attending this webinar include customer service, self-service, sales support, customer experience, customer contact, customer operations, digital and online. Other job titles with a stakeholding in the evolution of customer communication are very welcome.

Can't Make The Date?

If you can't make the date, register normally via the link above and you'll receive the video link after the live broadcast.

Tell Colleagues & Connections

As an invitee you can forward this invitation to your colleagues and connections and they are welcome to attend at no cost.

I hope to have your company on Tuesday, June 5th.

Kind regards,

Jon Snow

Founder & Chairman

Directors' Club United Kingdom

Web: <http://directorsclub.org.uk>

Linkedin.com Profile <https://uk.linkedin.com/in/jonsnowuk>

Email: jon.snow@directorsclub.org.uk

Mobile: 07966 191 128