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DIRECTORS CLUB

To endeavour. To achieve

Research Dept. Cool Tech™ Webinar

TOPIC

How To Read Your Customers' Minds - The Astonishing Power of Speech Analytics

COOL TECH™ CATEGORY

Speech Analytics

WHEN

Tuesday, January 26th 2016
1pm – 1.45pm

PRESENTER

Rachel Lane, Director of Customer Analytics EMEA at Verint

SYNOPSIS

Rachel Lane shares how using speech analytics in today's multi-channel world can really open the door to the richest stream of customer data. To illustrate, Rachel gives examples of how customer voice has been used to deliver huge customer benefit.

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PRESENTER PROFILE

Rachel Lane is responsible for the delivery of consultancy to customers driving Customer Analytics including Enterprise Feedback Management (EFM) across all industry sectors.

Rachel regularly speaks at conferences, events and webinars, promoting Customer Analytics to help organisations improve their customer experience, customer loyalty and ultimately, profitability.

Rachel is passionate about using customer feedback from all customer touch points across multiple channels to drive action throughout the organisation, in order to improve business performance.

INNOVATOR PROFILE

Verint is a global leader in Actionable Intelligence solutions.

Actionable Intelligence is a necessity in a dynamic world of massive information growth because it empowers organisations with crucial insights and enables decision makers to anticipate, respond, and take action. With Verint solutions and value-added services, organisations of all sizes and across many industries can make more timely and effective decisions.

Today, more than 10,000 organisations in over 180 countries, including over 80 percent of the Fortune 100, use Verint solutions to improve enterprise performance and make the world a safer place. Verint's vision is to create A Smarter World with Actionable Intelligence.

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ABOUT DIRECTORS CLUB

Today's *Directors' Club* has its origin in a small 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.

<http://directorsclub.org.uk>