

*DIRECTORS CLUB*

*bbbs*

BREAKFAST BUSINESS SCHOOL

*WEB SEMINAR*

**November 15th**

**8.30am - 10am BST**

**Online via Video Conference**

LEARN - QUESTION - EXPLORE

# Winning with Digital Customer Experience

*Delivering a superlative customer experience has never been more challenging for organisations and their workforces. The demand for digital interactions is rising, with customers expecting more from those digital channels. So how can AI, bots and automation provide your customers with what they want....and more?*

## AGENDA

8.30am - 10am via video conference

## LEARN

A seminar with Maurice van der Heijden.

### ***Brilliant Bots, Clever AI and Seamless Automation - The Key Ingredients for Winning with Digital Customer Experience***

- The latest wave of AI, and how it can help your organisation
- How bots can deliver cost effective, tangible CX improvements
- How to leverage channel orchestration to create a seamless flow from customers' preferred entry points to resolution
- How to future-proof your delivery of CX for the challenges that lie ahead

## **QUESTION**

Q&A session allowing delegates to ask questions arising from Maurice's seminar.

## **EXPLORE**

A lively roundtable-style discussion on what the future holds for CX via digital channels.

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## **DELIVERY**

We use the Google Meet video conference platform to deliver our web seminars. No downloads. Any device. Any browser. No stress!

All delegates will be on screen and we ask that cameras are switched on during the opening introductions and the interactive elements of the agenda.

## **CHATHAM HOUSE RULE**

Our web seminars are closed events with no external audience or video recording distribution.

The Chatham House Rule will be invoked, creating a confidential and trusted forum for the exchange of ideas and opinions.

## **SPONSOR**

Breakfast Business School is free to attend thanks to the generosity of our sponsors.

This web seminar is facilitated and supported by Verint, the customer engagement company.

## **REGISTER**

You will find a registration link in the covering email or post. If you have any questions, please contact Jon Snow.



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