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DIRECTORS CLUB

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Business School

One-hour Foundation Webinars



Using Intelligent Assistance & Bots To Transform Self-service

A One-hour Foundation Webinar

Date & Time

Monday, September 19th 2016 at 12pm – 1pm

This webinar will be broadcast live to your computer or mobile device using GoToWebinar

Cost

Free of charge

Book Your Place

Click on the secure link below to register your free place. If the link fails to open, copy and past the whole URL into a new browser window:

<https://attendee.gotowebinar.com/register/6349667932446559236>

Webinar Agenda

- Why the current generation of **intelligent assistance** is capable of transforming customer uptake of self-service
- Proven use cases and ROI using **intelligent assistance**
- Understanding why the time is right for mass consumer adoption
- The impact of mobile connected lifestyles
- From desktop to mobile. From apps to messaging
- The birth of **bots** and early use cases
- Market readiness of **artificial intelligence** (AI) related technology
- The rise of robotic personal assistants, such as Amazon's Echo with Alexa
- How the conversational interface will radically change customer service

Requirements

No specialist or technology knowledge is required for this webinar. Coverage of the subject matter will begin with first-principles and assume the delegates are more business-strategic than technical.

Who Should Attend?

The learning experience and outcomes have been specifically designed for directors, heads and senior managers in customer-centric roles. However, if you wish to delegate attendance to a colleague(s), that is fine.

Course Leader

Using Intelligent Assistance & Bots To Transform Self-service is designed, written and delivered by **Martin Hill-Wilson**, founder and principal of Brainfood.



Martin is an accomplished executive coach, teacher and mentor, as well as a recognised thought-leader in customer service and customer experience.

Topic Context

Next generation **Intelligent Assistance** (IA) promises to transform customer uptake of self-service across the buying cycle.

Early adopters have already succeeded in transitioning live assistance into IA enabled engagement – diverting anything between 15%-50% of their inbound volumes, depending on sector.

This dramatically changes the cost-to-serve model that most service organisations operate. It also meets growing customer expectations for low effort, always on, personalised service.

But this is not just a customer service opportunity. Any sales, marketing or customer success workflow can have IA engagement woven in; it is an upgraded capability across the customer lifecycle.

Now, factor in a new era of computing...

Bots sitting on top of messaging platforms acting as conversational interfaces for the mobile consumer.

Bots simplify user experience by reducing the need for separate search services and hopping between apps. The best also get smarter with use - maybe exponentially given the millions already on the core messaging platforms.

Bots are the next wave in IA. Book your place at this free webinar to find out more.

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If you have any problems with registering, please email jon.snow@directorsclub.org.uk or call 07966 191 128.

One-day Workshop

If you wish to deepen your understanding of this important subject, **Directors' Club Business School** is running a one-day *Knowledge Development Workshop* on Thursday, October 13th at **The Royal Society** in Central London.

Click the secure link below to view the delegate brochure. If the link fails to open, copy and past the whole URL into a new browser window:

http://directorsclub.org.uk/downloads/Knowledge_Development_Workshop.pdf