



Est. 2010

# Directors Club<sup>®</sup>

To endeavour. To achieve

## Next In Digital

ROUNDTABLE DISCUSSION BY INVITATION

**Are we at a “Digital-Now or Die” tipping point for customer service delivery?**

*Delivering on the digital urgency for customer service in the pandemic-era and beyond*

### **When**

Tuesday, November 10<sup>th</sup>, 2pm – 3.30pm GMT

### **Format**

An informal and relaxed roundtable discussion via video conference

### **Who**

Senior leaders of and stakeholders in the customer journey

**R.S.V.P.**

Please register now via the link in the covering email

Dear Members & Invited Guests,

You are cordially invited to participate in a **Directors Club® Next In Digital** roundtable discussion on Tuesday, November 10<sup>th</sup> at 2pm – 3.30pm GMT.

No preparation is required.

## Overview

Consumers have *gone digital* in a hurry over the past 6-months – with younger demographics pushing to do more with digital and older demographics, especially driven by social-contact risk, forced onboard. There are now few customer segments that have not embraced digital to some degree since the COVID-19 outbreak.

As businesses and other organisations face up to a winter of full or partial lockdowns, a cloud of economic uncertainty lingers overhead. This has catapulted digital transformation of customer service and engagement back to the top of the executive agenda.

Join a virtual roundtable of 10 customer-centric leaders to debate the question:

### **Are we at a “Digital-Now or Die” tipping point for customer service delivery?**

The Chatham House Rule will be invoked, creating a confidential and trusted forum. There will be no viewing audience or distributed recording of the session.

This gathering is **free of charge** for Directors Club® members and our invited guest.

## Format

Our virtual roundtables are relaxed and informal discussions between likeminded leaders, each with a stakeholding in the topic.

The session will be moderated and hosted by Jon Snow, founder of Directors Club®, who will ensure the meeting is productive and value-adding for all.

No preparation is required. We prefer an open and spontaneous conversation, drawing out the priorities of the participants.

## **R.S.V.P.**

If you'd like to accept this invitation, please register via the link in the covering email.

We only have a limited number of places due to the roundtable format. These will be allocated on a first come basis. Please register **as soon as possible** to ensure your place.

## **Non-members Become Members**

All non-members of Directors Club® who participate in this roundtable will be offered A-class membership, which is free forever. The current members list is on our [homepage](#).

## Sponsor

This roundtable discussion is supported by [eGain](#).

eGain's omnichannel customer engagement solutions power digital-first experiences for leading brands.

Infused with AI, machine learning, knowledge and analytics, eGain's award-winning platform helps clients automate and optimise customer journeys via virtual assistance, messaging, social, mobile, web, and contact centres.

## Directors Club®

Today's [Directors Club®](#) 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.

The Club motto *To endeavour. To achieve* captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation or recommendation.