



# Directors Club®

## New Customer Journeys

LEADER WORKSHOP SERIES

### What Will Be The Digital Legacy Of This Pandemic?

*Explore the pandemic's digital legacy from the interconnected perspectives of customer engagement, interaction and service*

#### When

Thursday, December 10<sup>th</sup>, 11am – 12pm GMT

#### Format

Online workshop via video conference. 30-minutes expert presentation and 25-minutes Q&A. No delegate preparation required

#### Equipment

You can participate via your laptop, smartphone or tablet using standard home broadband

#### Who

Senior leaders of and stakeholders in the customer journey

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

Delegate places are limited by the virtual workshop format

Please register now via the link in the covering email

Dear Members & Invited Guests,

You are cordially invited to attend a **Directors Club New Customer Journeys** leader workshop via video conference on Thursday, December 10<sup>th</sup> at 11am – 12pm GMT, titled:

### **What Will Be The Digital Legacy Of This Pandemic?**

*Explore the pandemic's digital legacy from the interconnected perspectives of customer engagement, interaction and service*

#### **Overview**

In response to the pandemic, retailers, banks, educational institutions, government bodies...to name but a few...have all had to accelerate digital transformation overnight. Many have had to create a digital strategy for the first time.

Customers, faced with in-person restrictions, turned to digital channels – many for the first time.

Today, after 9-months of disruption, companies and institutions are looking to move from “sticking plaster” quick-fixes to more thought-out long-term digital customer-journey solutions.

Post-vaccine (spring summer 2021), the newly embraced digital channels and touchpoints will remain and grow in importance. The competitive frontlines in 2021 and beyond will be digital.

#### **It's time now to prepare for the new beginning in the post-vaccine era.**

Join us and learn how to do more with digital:

- More with digital self-service
- More with digital choice
- More with proactive digital service

The workshop will deliver 30-minutes of expert presentation, followed by 25-minutes of Q&A with the delegate audience. No delegate preparation is required.

This event is **free of charge** for Directors Club members and our invited guests.

#### **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 virtual workshop format. These will be allocated on a first come basis. Please register as soon as possible to avoid disappointment.

#### **Series 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 United Kingdom

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.