UNITED KINGDOM

CUSTOMER EXPERIENCE WEEK

OCT 16-20 2023

CELEBRATING THE PEOPLE BEHIND THE EXPERIENCE

Invitation

NATIONAL LEADERS ROUNDTABLE

Online via Video Conference

October 17th 8.30am–10am

About

As part of the **UK Customer Experience Week** celebrations, Directors Club United Kingdom is organising a National Leaders Roundtable discussion series, online via video conference.

The aim is to bring together customer experience leaders and stakeholders from across the country, to discuss the hottest and most pressing issues of the day from a customer perspective.

These are closed-door sessions, with no external audience and no video distribution. The Chatham House Rule will be invoked, creating a confidential and trusted forum for leaders to exchange experiences, challenges, and seek advice from peers.

We use Google Meet to deliver our online roundtables. It is so easy to use! No downloads or installations required. You can use any web-browser and any device.

Diversity of role and industry is the key to a successful roundtable discussion.

You will share the sessions with senior customer-centric leaders from a wide variety of CX-stakeholder roles, providing the essential diversity of perspective and experience.

October 17th

8.30am-10am

Supported by <u>NICE</u>

Title

Beyond The Hype:
Using AI to deliver digital CX excellence

Agenda

Delegate Introductions
Scene-setting Presentation
Leaders Roundtable Discussion

Who

We are inviting customer experience leaders and
stakeholders from significant organisations
located across the United Kingdom.

How

It's so simple. For this gathering we are using
Google Meet video conferencing. No download
required, it works on any web-browser and any
device. Simply click the link to join.

Register

<u>Register now</u>. There is no cost. We'll confirm your
delegate place by email and send you a calendar
invite including the Google Meet joining link.

Topic

Where are you on your AI customer experience journey? What works? And what doesn't?

Ultimately, underlying technology must deliver tangible outcomes. **Smart adoption and deployment is everything.**

How then do organisations apply this principle when contemplating the emergence of Generative Artificial Intelligence (GenAI), Large Language Models (LLMs), and – more broadly – AI-led automation?

Join us for this timely roundtable discussion and address the following:

- What's one thing that really excites you about AI as a customer experience business leader?
- From a business, customer, and employee perspective, what role does AI play in your customer interaction strategy today. And what role is it likely to play role tomorrow?
- What are the barriers in the way of (further) AI adoption?
- How do you choose what to automate and what not to automate? How do you get buy-in from across the business?

Register now and take your place at the table.

Directors Club