

Directors Club Presents



UNITED KINGDOM
**CUSTOMER
EXPERIENCE
WEEK**

OCT 16-20 2023

CELEBRATING THE PEOPLE BEHIND THE EXPERIENCE

Invitation

NATIONAL LEADERS ROUNDTABLE

Online via Video Conference

October 18th 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 18th

8.30am-10am

Supported by Foundever

Title

Finding The CX Balance:

How to deliver customer loyalty when costs and expectations are rising

Agenda

Delegate Introductions

Topic-defining Seminar

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

Register now. 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

How To Achieve More With Less...

Against a backdrop of economic uncertainty, major regulation changes, inflationary pressures, and consumer confidence impacted by the cost of living crisis, how do organisations balance providing a customer journey to increase revenue and brand loyalty with increasing financial pressures?

With this important question in mind, join us as we seek to find a new **CX Balance** between rising costs and customer expectations.

This session will be split between a short topic-defining seminar and a roundtable discussion.

Seminar

Our partner Foundever will define the topic:

- The value balance equations we are all faced with.
- Harnessing people, technology and location to be in control of the balance equation.
- Mindset shift. Are the KPIs we are used to, still fit for purpose?
- What is the role of AI in the equation?
- Beyond transactional and transformation service, towards True Customer Loyalty.

Discussion

Building upon the seminar themes, Jon Snow - Chair of Directors Club - will moderate a lively roundtable discussion.

There is no set agenda for the discussion, delegates are invited to share and debate any topic-related experiences and challenges.

A few popular themes the session may touch upon include:

- How and where has AI delivered cost savings and an improved customer experience?
- How do you enable customer-facing colleagues to deliver value in the moments that matter?
- Prepared for the (un)known - how to efficiently deal with peaks in demand.
- The value/payoff of going above and beyond regulation
- Talent/Tech/Location - how to get the right balance?

[Register now](#) and take your place at the table.



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