



Est. 2010

Directors Club[®]

To endeavour. To achieve

Lunchtime Roundtable

CX CHAMPIONS & INNOVATORS

Tech Vs. People – Deciding Your CX Investment Priorities

What will deliver the biggest CX impact in the early 2020s, investments in tech or investments in people?

When

Wednesday, February 12th, 12.30pm – 2.30pm

Plus 30-minutes of optional networking before and after

Where

The Private Room
[The Ivy](#)
1-5 West Street
London
WC2H 9NQ

Who

Senior stakeholders in the customer journey

R.S.V.P.

Email Jon Snow and request the registration link

jon.snow@directorsclub.house

Dear Members & Invited Guests,

You are cordially invited to attend a Directors Club® **Lunchtime Roundtable** discussion on **Wednesday, February 12th** at 12.30pm – 2.30pm, with 30-minutes of optional networking before and after.

The venue is **The Private Room at The Ivy**, 1-5 West Street, London, WC2H 9NQ.

This session is **free of charge** for Directors Club® members or invited guest.

Agenda

12pm – 12.30pm Arrival, coffee & networking (please arrive by **12.25pm**)

12.30pm – 2.30pm Roundtable discussion, moderated by Jon Snow

2.30pm – 3pm Coffee & networking (optional)

A light working-lunch, tea, coffee and juices will be served throughout

R.S.V.P.

If you'd like to accept this invitation, please email jon.snow@directorsclub.org.uk and request a registration link.

Discussion Overview

Every sector has experienced some degree of shift away from an all-human frontline, to one employing a mix of people and technology touchpoints.

As these touchpoints deliver much of the customers' experience of a brand, deciding where to focus CX investments is increasingly important.

Join us for a free-flowing discussion that will address (among others) the following questions:

- How do you decide on the balance between people and technology touchpoints?
- Do competitive pressures play a part in the speed and degree of automation?
- Will artificial intelligence have a tangible impact on the customer experience in 2020?
- Can augmenting people with technology improve customer experience and cut cost?
- What unique experiences can only people deliver? Are these essential and cost-effective?
- In highly automated companies, how are crisis-situations handled?
- Will people on the frontline be seen as the "luxury" offering in the future?

Networking

Two 30-minute networking sessions, before and after the roundtable discussion, give you an opportunity to meet your peers and expand your network.

Who Will Attend?

We are inviting leaders from customer-centric job titles that have a stakeholding in customer experience.

Job titles include customer experience, customer service, customer contact, customer operations, insight, digital, e-commerce, marketing, brand, strategy and technology.

Other job titles are most welcome if you feel you have a stakeholding in the topic.

Seminar Sponsor

This **Lunchtime Roundtable** is supported by [Teleperformance](#), the global leader in outsourced omnichannel customer experience management.

Teleperformance helps clients build their customer experience strategies regardless of the channels to be used. Our services are tailored to individual requirements and needs, and include omnichannel customer service, customer relationship management, customer acquisition, automation and artificial intelligence, back office processing, multilingual services, and technical support.

Clients choose Teleperformance because they want a level of service that is unsurpassed, to protect their brand, grow their market share, increase their sales, and improve their customers' experience.

Teleperformance is a people company and we are proud of the people culture we have developed, including supporting people by offering tools to develop their lives, as well as the skills to do a great job for our clients.

Find out more at <http://uk.www.teleperformance.com>

Directors Club® United Kingdom

Today's [Directors Club® United Kingdom](#) 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.

Find out more at <https://directorsclub.org.uk>

Intellectual Property

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