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# Directors Club<sup>®</sup>

To endeavour. To achieve

## Breakfast Business School

SEMINARS FOR LEADERS

### **Think Like A Disruptor™**

*How To Scale-up Customer Service While Maintaining CX*

#### **When**

Wednesday, November 6<sup>th</sup>, 8.30am – 10am

Plus 30-minutes of optional networking before and after

#### **Where**

[The Ivy Club](#)  
9 West Street  
London  
WC2H 9NE

#### **Who**

Senior stakeholders in the customer journey

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

[Click Here To Register](#)

Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club® **Breakfast Business School® Seminar** on Wednesday, November 6<sup>th</sup> at 8.30am – 10am, with 30-minutes of optional networking before and after.

The venue is [The Ivy Club](#), 9 West Street, London, WC2.

This seminar is **free of charge** as a member or invited guest.

Members may bring an internal colleague as a guest, again at no charge but subject to space availability. Please book his or her guest place when confirming your own attendance. We cannot extend this offer to external contractors or consultants.

### **Agenda**

8am – 8.30am Arrival, coffee & networking (please arrive by **8.25am**)

8.30am – 10am Seminar

10am – 10.30am Coffee & networking (optional)

The Ivy's signature breakfast canapes, tea, coffee and juices will be served throughout

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

If you'd like to accept this invitation, [please click here to register](#).

### **Seminar Overview**

*Think Like A Disruptor™: How To Scale-up Customer Service While Maintaining CX*

Join us to examine the challenge of consistently delivering on customer experience promises whilst executing a disruptive, high-growth strategy.

A key aspect of this challenge is scaling customer service capability so that capacity is aligned with actual customer acquisition volumes. A failure to align, results in either unbudgeted cost or CX under-performance.

For this to work...

- Support team profile will change, taking advantage of digital and analytical skills and tools
- Human interaction will diminish, relatively-speaking, but become more complex
- Virtual, flexible teams will closely tailor support to customer needs

### **Learning Takeaways**

In this interactive session, we'll share experiences of helping businesses move ahead, including:

- Insight-based business process changes
- Changing customer service models to satisfy volatile demand
- Maintaining human contact while avoiding unnecessary contact

## **Networking**

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

## **Who Should Attend?**

We are inviting leaders with a stakeholding in customer experience improvement and innovation, in addition to leaders with a stakeholding in customer service operations.

Delegates will include founders, c-suite and leaders of customer service, self-service, customer experience, user experience, digital, online, customer operations, customer contact, and other allied roles.

## **Seminar Sponsor**

This Breakfast Business School® seminar is supported and facilitated by **SYKES**, a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. SYKES' sophisticated solutions satisfy the needs of major companies around the world, primarily in the retail, communications, financial services, technology and healthcare industries.

Find out more about our sponsor at <https://www.sykes.com>.

## **Breakfast Business School®**

Breakfast Business School® is a regular series of leadership seminars, produced by Directors' Club® and designed to inform, educate and inspire our members.

[Click here](#) for more information on Directors' Club®.