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Directors Club[®]

To endeavour. To achieve

Breakfast Business School

SEMINARS FOR LEADERS

Cutting Through The Digital Transformation Hype

Real examples of how organisations are delivering CX improvements and reducing cost

When

Thursday, September 26th, 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 and employee experience

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 Thursday, September 26th 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.

You 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.

R.S.V.P.

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

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

Networking

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

Seminar Overview

Cutting Through The Digital Transformation Hype

Real examples of how organisations are delivering CX improvements and reducing costs

Many analysts paint a gloomy picture about the success of CX focused digital transformations. According to Forrester "Customer Experience (CX) performance is flat for the third year in a row."* Mckinsey's research shows that digital transformations are more likely to fail than other transformation programmes.** And yet some organisations are on track to reduce contact centre FTEs by up to **40%** and TCO by **20%** over the next 5 years while improving customer satisfaction levels.

Join **TTEC** – a world-leader in the design, build and operation of Customer Experience centres – and hear real examples of how some organisations are achieving their CX and financial targets.

* Predictions 2019 transformation goes pragmatic - Forrester

** Unlocking success in digital transformations – McKinsey – October 2018

Learning Outcomes:

- How best practice in smart automation and knowledge management can transform both the customer and employee experience while reducing costs.
- How to do more with less through robotic process automation.
- How using customer emotion analytics significantly improves the accuracy of predictive modelling.
- How true omnichannel orchestration is the foundation to success.

Who Should Attend?

We are inviting leaders from across UK industry with a stakeholding in customer experience and or employee engagement.

Seminar Sponsor

This **Breakfast Business School** seminar is supported and facilitated by **TTEC**.

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience services company focused on the design, implementation and delivery of tech-enabled transformative solutions for many of Europe's most iconic and disruptive brands.

The Company delivers outcome-based contact centre outsourcing solutions through TTEC Engage which operates and manages frontline and back-office business processes that support customer acquisition, care, growth and trust and safety - available onshore, nearshore and offshore. Additionally, TTEC Digital, the company's digital consultancy, designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients.

Founded in 1982, the Company's 49,700 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit <https://www.ttec.com/emea>.

Breakfast Business School

Directors' Club United Kingdom **Breakfast Business School** is a regular series of leadership seminars designed to inform, educate and inspire our members.

If you have colleagues or connections that wish to be added to the invitation list (subject to qualification), please email jon.snow@directorsclub.org.uk

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

The Club At The Ivy

Located at No.9 West Street, next door to and spanning three floors above the iconic Ivy restaurant, [The Club At The Ivy](#) is Art Deco-inspired interior design at its very finest.

Designer Martin Brudnizki has created a fresh and imaginative Art Deco oasis in the heart of the West End.