

DIRECTORS CLUB

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BREAKFAST BUSINESS SCHOOL

9am - 10.30am

Roundtable Seminar

The Ivy, West Street, London, WC2

**The Future of Contact Centres:
AI, Analytics, and the Art of Intelligent Interaction**

SEPTEMBER 24TH

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The Future of Contact Centres: AI, Analytics, and the Art of Intelligent Interaction

Seminar Synopsis:

- In the age of heightened customer expectations and fierce competition, organisations of all sizes are under increasing pressure to deliver exceptional, personalised experiences at every interaction.
- As businesses seek an edge for customer interactions, artificial intelligence (AI) and analytics have emerged as vital tools for optimising workforce management, enhancing agent performance, and driving operational efficiencies within contact centres.
- In this seminar we will explore how AI, machine learning, and advanced analytics are revolutionising customer interactions, empowering businesses to drive intelligent, tailored, and efficient engagements.

After the seminar presentation, Jon Snow will moderate a free-flowing roundtable discussion.

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Questions for Discussion:

- Where are you on your journey of leveraging behavioural analytics and AI for customer experience management, and what have been the most significant challenges or roadblocks you have encountered so far?
- How do you determine which processes or interactions are prime candidates for automation using AI and conversational technologies, and what criteria do you consider when making those decisions?
- Looking beyond the hype, what specific AI capabilities or use cases excite you the most in terms of their potential to transform customer experiences in contact centres?
- There is often a perception that AI solutions are over-hyped and under-tested in real-world scenarios. How do you ensure rigorous testing and validation of AI-powered solutions before deploying them in customer-facing environments?
- How do you balance the need for personalisation and delivering tailored experiences with concerns around data privacy and responsible use of customer data?

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Delegate Information:

- Breakfast Business School will take place at The Private Room above the original Ivy Restaurant on the corner of West Street, London WC2H 9NQ.
- This session is free of charge.
- Coffee, Tea, Juices and Pastries will be served from 8.30am. The seminar will start at 9am and finish at 10.30am. Guests may stay and network informally until 11am.
- The room layout will be a single roundtable with a capacity of 20 guests.
- After roundtable introductions, our subject matter leader and seminar sponsor NICE will deliver the seminar element.
- Jon Snow of Directors Club will moderate the interactive discussion that follows the seminar.
- The 90-minute session will be relaxed, informal and inclusive. Guests are encouraged to ask questions and share insights.
- Non-members of Directors Club who attend will be offered A-class membership, which is free forever.

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Delegate Registration:

- This Breakfast Business School is **free of charge** and open to both A-class members of Directors Club and qualifying non-members.
- Delegates will be leaders with a stakeholding in their organisation's contact centre performance.
- Leadership roles in customer contact, customer service, customer care, direct sales, customer experience, and customer operations are very welcome.
- Other roles allied to the contact centre will be considered.
- You are welcome to nominate colleagues if you consider the topic fits their current role.
- To accept this invitation, please complete the short online R.S.V.P. form via the link below.
- If you have any questions, please email Jon Snow on jon.snow@directorsclub.org.uk

[Register here](#)

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