

*Directors Club*

DIRECTORS CLUB UNITED KINGDOM

# BREAKFAST & BRIEFING

HOT-TOPIC SEMINAR + ROUNDTABLE DISCUSSION

THE IVY CLUB

JUNE 27TH 2023

R.S.V.P.



*Directors Club*

[Directors Club United Kingdom](#) cordially invites you to a Breakfast & Briefing at The Ivy Club, London WC2

Start your morning with good company, hot-topic learning, and relaxed roundtable discussion

The hot-topic for this gathering has been set by Alex Gold, Director of Operations Support, [OVO](#) and is titled:

*Segmenting Your Customer Base: Delivering a richer customer experience through personalisation*

#### WHEN

Tuesday, June 27th

Teas, Coffees, Juices & Breakfast Canapés from 8.30am

Agenda from 9am until 10.30am

Informal Networking until 11am

#### WHERE

The Loft at The Ivy Club, 9 West Street, London, WC2H 9NE

R.S.V.P.

To book your place (no charge), please complete a short online [R.S.V.P. form](#)

## AGENDA

Segmenting Your Customer Base: Delivering a richer customer experience through personalisation

## HOT-TOPIC BRIEFING

Presented by Alex Gold, Director of Operations Support, [OVO](#).

Tailored, personalised customer experience is key. Moving to value streams with empowered goal-aligned teams can enable a deeper customer understanding and better customer outcomes. What strategies can you employ to help you on this journey? Join us to find out:

- How to create alignment and autonomy across teams to drive a customer first approach
- What strategies can you employ to think about customer segmentation?
- How moving to value streams can create goal aligned teams focused on driving a personalised customer experience
- How does this move impact technology and resourcing strategy?

## ROUNDTABLE DISCUSSION

- How do we increase personalisation in an increasingly digital age?
- What are the key proof points for customers and how can we align around them?
- Which technologies can boost agent productivity and help them cope with higher complexity?

## WHO

You will share the morning with a handpicked group of customer-centric leaders from significant organisations.

## FORMAT

Our Breakfast & Briefing has been designed to deliver learning, knowledge-share and networking. The agenda combines 30-minutes of hot-topic briefing, followed by 60-minutes of roundtable discussion.

The Chatham House Rule will be invoked.

Delegates will have the opportunity to network informally for 30-minutes either side of the agenda.

## SPONSOR

This Breakfast & Briefing is generously supported by [Foundever](#), a global leader in the customer experience (CX) industry.

Our sponsors not only enable us to deliver community gatherings in aspirational venues, they also bring a wealth of insight and experience to the meetings. Through topic-setting, knowledge-share briefings, and peer-group discussion participation, our sponsors are central to our mission of member elevation and advancement.

We encourage delegates to engage with our sponsors during and after the event.

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