

Directors Club

DIRECTORS CLUB UNITED KINGDOM

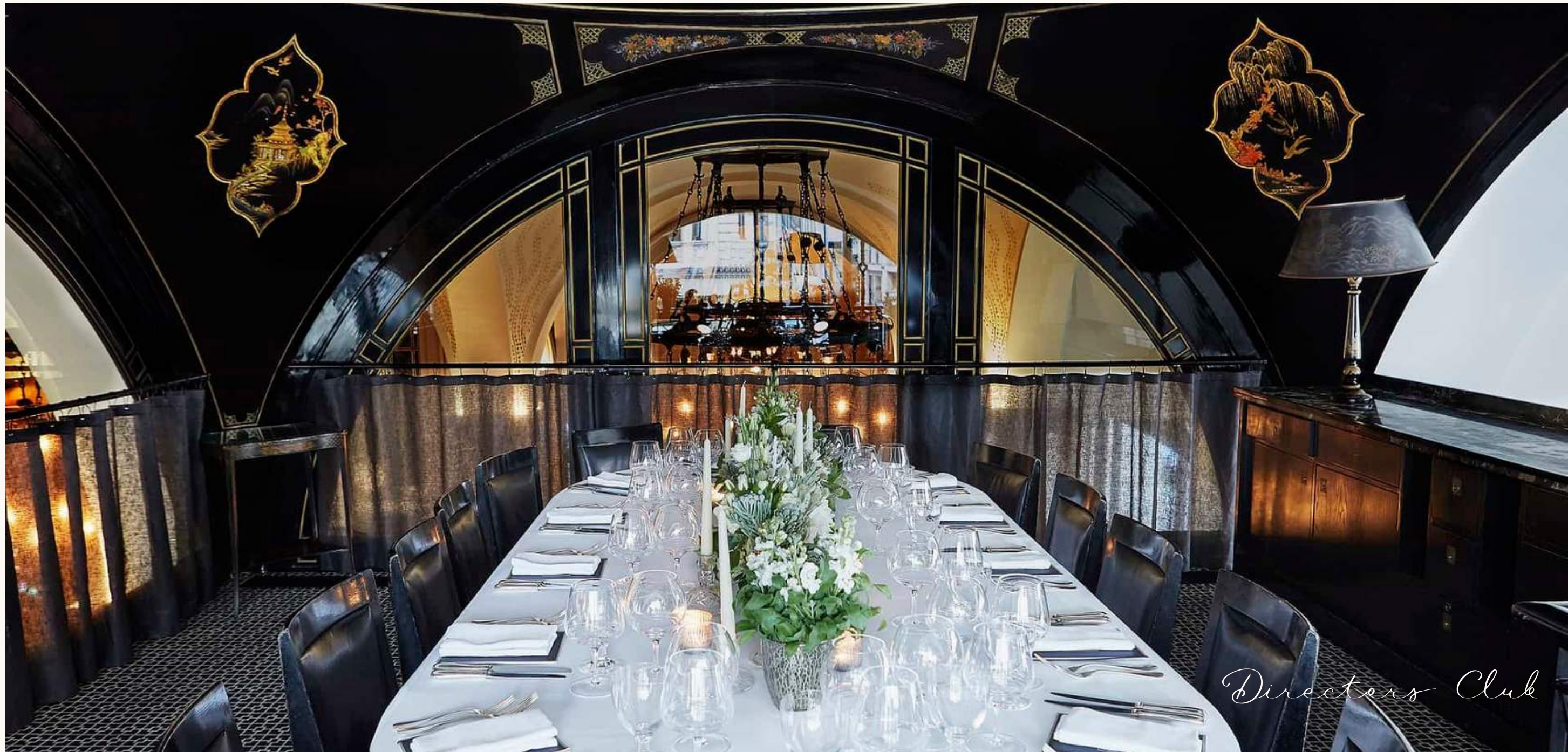
SUPPER IN ST JAMES'S

GOOD FOOD & CONVERSATION

THE WOLSELEY

JUNE 29TH 2023

R.S.V.P.



Directors Club

The W1 Branch of [Directors Club United Kingdom](#) cordially invites you to Supper In St James's, for an evening of good food and conversation at The Wolseley on Piccadilly.

Our topic for discussion over supper will be:

The High Price of Friction: Customers Want and Expect Fluid, Seamless Customer Journeys

WHEN

Thursday, June 29th
Champagne at 6.30pm
Supper at 7pm
Coffee at 9pm
Carriages at 11pm

WHERE

The private dining room, [The Wolseley](#), 160 Piccadilly, London W1.

WHO

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

R.S.V.P.

To confirm your place at the table, please fill out a short online [R.S.V.P. form](#).

BUSINESS CASUAL

Guests may choose to wear whatever makes them comfortable. A little elegance will be appreciated.

COST

There is no cost. You are invited to attend as a guest of the Directors Club United Kingdom.

CONVERSATION

Join us for a relaxed roundtable discussion, taking a deep-dive into the concept of friction across the customer journey, and the costs associated with it.

- What are examples of the frictions that reduce fluidity and prevent seamless customer interactions?
- What causes frictions across the customer journey?
- What are the costs associated with frictions - both the quantifiable and the less tangible?
- How important is an effortless, seamless, fluid journey to achieving an elevated customer experience?
- When is the right time to consider an optichannel strategy?

SPONSORS

This Supper In St James's is generously supported by [Connect](#) and their partner [Five9](#). With our sponsors' support we can achieve our mission and elevate our members. We encourage guests to engage with our sponsors' representatives.

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