

*Directors Club*

DIRECTORS CLUB UNITED KINGDOM

# BRIEFING AT BREAKFAST

HOT-TOPIC SEMINAR + DELEGATE DISCUSSION

VIDEO CONFERENCE

MAY 23RD 2023

R.S.V.P.

[Directors Club United Kingdom](#) cordially invites you to a Briefing At Breakfast via video conference.

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

The hot-topic for this gathering is titled:

*The Road To Automation: How To Deliver Digital CX Excellence*

#### WHEN

Tuesday, May 23rd 2023

Briefing 8.30am

Delegate Discussion 9am-10am

#### HOW

The briefing and delegate discussion will be delivered via video conference.

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

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



## AGENDA

### *The Road To Automation: How To Deliver Digital CX Excellence*

The future of customer interaction is digital-first. Orchestration that mixes voice and text, that combines AI-led automation and human intelligence will come to define CX excellence.

If that's the promise, where is your organisation on the road to automation?

### HOT-TOPIC BRIEFING (30 MINS)

Defining digital CX excellence for an era of digital-first customer interaction. Why is automation such an important part of customer experience management from now onwards?

### DELEGATE DISCUSSION (60 MINS)

- Where are you on your automation journey?
- What lessons have you learned from automation to date? What's worked well and what has fared less well?
- If you are yet to embark on automation, what is stopping you?
- What is the single biggest frustration you face when seeking to deliver effective customer engagement?
- Putting yourself in the shoes of the consumer, how would you characterise today's typical contact centre interaction?
- Do you measure / monitor customer interactions? If so, what does the data tell you?

## WHO

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

## FORMAT

We use online video conference to deliver our Briefing At Breakfast agenda. The platform delivers a group dynamic similar to that achieved at a face-to-face roundtable. Delegates are expected to be on-camera during the discussion part of the agenda, and are encouraged to contribute as much as they can.

## CHATHAM HOUSE RULE

This Briefing At Breakfast is a closed event. The Chatham House Rule will be invoked, creating a confidential and trusted forum for delegates to exchange opinions and insights. There will be no external audience, no transcription of the conversation, and no future rebroadcast. A recording will be made for internal reference only and then deleted.

## SPONSORS

This Briefing At Breakfast is generously supported by NICE, a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact centre - and beyond. Over 25,000 organisations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform - and elevate - every customer interaction. We encourage delegates to engage with our sponsors during and after the event.

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