



Directors  
Club®

BREAKFAST BUSINESS SCHOOL

VIRTUAL ROUNDTABLE

**Don't Make Me Call You!**

**The Cost and Impact of Missed Digital Self-Service Opportunities**

Every time a customer has to call, message or email your contact centre with a simple, basic query it is costing you money and frustrating both the customer and your service agent. Join us to discuss the costs and impacts of missed digital self-service opportunities

Tuesday, December 7th

8am - 9.30am GMT

[RSVP](#)

## **AGENDA**

Welcome to the Breakfast Business School.

90-minutes of informal, relaxed and free-ranging discussion moderated by Jon Snow.

Delegates can attend as a contributor or as an observer, see the [registration form](#) for further definition.

## **DELEGATES**

For this session, we are inviting senior leaders in digital experience, customer service, digital self-service, customer contact, and customer experience.

If you feel this invitation is more appropriate for a colleague, you may forward it internally.

## **FORMAT**

No cost and **no preparation** required.

This virtual roundtable will be delivered using the GoToMeeting video conference platform.

The Chatham House Rule will be invoked, creating a trusted and confidential forum.

## **RSVP**

To accept this invitation, please [click here](#) and fill out a short registration form (1-min).

Alternatively, you can reply to the covering email or call Jon Snow on 07966 191 128.

## **SESSION SYNOPSIS**

Join me, [Jon Snow](#) and ten like-minded leaders for an exchange of experiences, ideas and questions regarding the role of digital self-service in delivering on an organisations' productivity, customer experience, and employee engagement goals.

As always, the roundtable conversation will be a relaxed, free-flowing and directed by the delegates' perspectives and interests. There is no pressure to contribute. My role is to manage the enthusiasm.

Conversation points for this discussion may include:

- Avoiding the creation of digital and analogue customer journey silos
- Customers' behavioural shift towards digital self-service as an alternative to interactions with agents
- Importance of effective digital self-service as part of your overall customer contact strategy
- Improve CX of your digital self-service by taking a customer-centric approach
- Connecting digital self-service performance to trust, reputation and recommendation

If you wish to invite a senior colleague to accompany you (virtually) or attend in your place, simply forward this invitation internally.

## DIRECTORS CLUB

Today's [Directors Club](#) has its origin as a supper club in London's Mayfair.

The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the Directors Club and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

## SESSION SUPPORTER

This roundtable discussion is supported by [NICE](#).

With **NICE**, it's never been easier for organisations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics.

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