



Directors
Club®

BREAKFAST BUSINESS SCHOOL

VIRTUAL SEMINAR

Automated But Not Robotic

5 Automation Building Tips That Increase Efficiency & Make
Customers Happier

Discover how customer facing organisations are transforming
their approach with conversational AI

Tuesday, January 25th

8am - 9am GMT

[RSVP](#)

AGENDA

Welcome to the Breakfast Business School.

This one-hour session is part of our Digital-First Engagement series of seminars and roundtables.

The agenda will feature a 30-minute expert presentation, including real-world case studies, followed by 25-minutes of interactive audience Q&A.

DELEGATES

For this session, we are inviting senior customer-centric leaders who have an interest in digital-first customer engagement.

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

FORMAT

There is **no cost** and **no preparation** required.

This virtual seminar will be delivered using the GoToWebinar online platform.

You can join the session via any connected device.

Delegates can interact using the Q&A function.

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

The experience of the past 2-years has propelled consumers around the world to work remotely, shop online, and connect virtually. The shift to all-digital is here.

Brands have also had to adapt quickly to the changing environment but soon realised that they could not always meet demand. As consumer expectations grew, contact centres leaned more heavily into the ease and convenience of automation, leveraging AI to meet these rising demands. There's now no going back nor can there be any standing still.

In the drive for competitive edge and customer preference, organisations need to remodel their CX strategy. So how can conversational AI help organisations thrive? Join us for this digital first engagement seminar and learn:

- What has changed - why automation and why it's so crucial now?
- How to build automation without losing the human touch.
- The 5 building blocks of automation that will delight both your agents and customers.

The session will deliver 30-minutes of expert presentation featuring case studies from similar organisations, followed by 25-minutes of Q&A with the delegate audience.

No delegate preparation is required.

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 [Verint](#).

Verint helps organisations adapt to the future of work, eliminate the inefficiencies created by organisational and data silos, and consistently deliver differentiated experiences at scale.

Our solutions help iconic brands close the gap created when they lack the resources required to deliver experiences that fulfil customer expectations.

Closing this Engagement Capacity Gap helps them build lasting relationships with customers and drive real business results.

Find out more at [Verint.com](#)