

BREAKFAST BUSINESS SCHOOL

VIRTUAL ROUNDTABLE

What's Next For CX Strategy As Consumers Embrace Messaging  
and Conversational AI?

Trying to navigate new consumer dynamics, a growing number of  
digital engagement channels, diverse customer journeys and  
millions of interactions all with the same team and resources  
will be a key priority in 2022

Join a group of your peers and share experiences and insights

Thursday, January 27th

8am - 9.30am GMT

[RSVP](#)



Directors  
Club®

## **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 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 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 impact of messaging and conversational AI on customer engagement, interaction, and experience.

Around the virtual table we will discuss:

- The challenge of the increasing number of consumers who want to engage on their own terms, on the channel of their choice
- Where to start on your conversational AI journey
- What good looks like and what the expected benefits will be
- Whether a seamless transition between automation and the human touch is possible -and how you get there

You will walk away from this 90-minute session with a clearer view of how CX strategies are embracing messaging and conversational AI.

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](#)