



**Directors
Club**®

DISCOVER & DISCUSS

VIRTUAL SEMINAR & ROUNDTABLE

**How Modern CX Programs Are Breaking Down
Departmental and Data Silos For Improved
Customer Outcomes**

Discover and discuss how data-driven organisations are
focused on improving productivity and customer
experiences across all customer touchpoints

June 9th

Seminar 10.30am - 11am BST

Roundtable (optional) 11am - 11.45am BST

[RSVP](#)

AGENDA

Welcome

Seminar: 20-minutes thought leadership presentation, followed by 10-minutes of delegate Q&A

Roundtable: 45-minutes group discussion analysing and evolving the seminar content, moderated by Jon Snow chair of Directors Club United Kingdom

DELEGATES

For this session, we are inviting senior leaders in customer-centric roles allied to the topic

If you feel this invitation is more appropriate for a colleague, you can nominate them to take your place

FORMAT

No preparation required

Delegates can opt to attend the Seminar only, or both the Seminar and the Roundtable elements

The session will be delivered via video conference. For the Seminar element, delegate cameras will be turned off. Delegates participating in the Roundtable discussion will have the option to turn on their cameras

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.

TOPIC IN MORE DEPTH

Discover and discuss how data-driven organisations are focused on improving productivity and customer experiences across all customer touchpoints.

Join us for the Seminar element and discover how contact centres are now harnessing Artificial Intelligence (AI) to help customer care agents quickly respond to situations and ultimately enhance customer experience.

Learn how the centres using AI and predictive analytics have already enjoyed 3.3 times higher customer retention, 3.5 times more satisfied customers, and 2.4 times higher agent productivity.

Hear how real-time analysis and predictive analytics can improve customer experience, enhance CX, agent loyalty and boost sales effectiveness.

Following the seminar, stay with us (optional) for a 45-minute Roundtable discussion, diving deeper into the seminar content and the transformative impact of AI on contact centre productivity and customer experience quality.

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 THOUGHT-LEADER

The thought-leadership for this session will be provided by [NICE](#).

NICE is the world's leading provider of both cloud and on-premises enterprise software solutions that empower organisations to make smarter decisions based on advanced analytics of structured and unstructured data.

NICE helps organisations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organisations in more than 150 countries, including over 85 of the Fortune 100 companies, are using NICE solutions.