



# Breakfast Business School®

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Tuesday, May 17th 2022

Directors Club United Kingdom

Directors Club United Kingdom cordially invites you to the Breakfast Business School for a seminar and moderated roundtable discussion via video conference.

## **TITLE**

Digital-First With A Human Touch: Is This Possible To Achieve?

*Learn how businesses are using AI and analytics to provide seamless digital-first journeys while retaining a human touch. Then share ideas and experiences with fellow senior leaders in an informal roundtable.*

## **WHEN**

Tuesday, May 17th 2022  
8am until 9.30am

We use the GoToMeeting video conference platform.

## **RSVP**

To accept this invitation, please fill in the short online registration form [here](#).

## **WHO**

We have invited a handpicked group of senior leaders with ambitions to transition to a digital-first customer journey, while retaining a human touch where appropriate/economic. There is a capacity of 12 delegates.

## **COST**

There is no cost. You are invited to participate as a guest of the Directors Club United Kingdom.

## **PREP**

No delegate preparation is required. We prefer a spontaneous and informal conversational style.

## **SPONSOR**

This gathering is generously supported by [NICE](#), a world leader in process automation and analytics.

With their support we can achieve our mission and elevate our members. We encourage delegates to engage with our sponsors and benefit from their knowhow.

## **FORMAT**

The 90-minute session opens at 8am with welcoming remarks from the host and moderator [Jon Snow](#).

Roundtable introductions follow, allowing all delegates to introduce themselves and their interest in the discussion topic.

Aruf Khan from NICE will present a 15-minute seminar addressing the session title.

Then a free-flowing discussion, guided by Jon Snow, will fill the remainder of the session, finishing just before 9.30am with summary highlights.

## **CONTRIBUTOR OR OBSERVER**

Delegates can participate as either a Contributor - sharing insights and experiences, or an Observer - asking questions and making observations. This allows delegates with varying topic-expertise to participate and learn from each other.

## **DISCUSSION**

While we try not to dictate the structure and direction of the roundtable discussion, below are some themes the table may wish to address:

How advanced are companies in rolling out digital-first customer services across channels?

How are customer attitudes towards self-service and contact centres changing and what are the key entry points for customer contact in digital-first interactions?

What are the key challenges for companies in maintaining high levels of customer service seamlessly across multiple channels?

What role can data, AI and analytics play in improving customer experience across channels?

What are the key challenges for companies looking to provide data-led customer journeys?

How can developers best use customer experience data to build optimal customer experience into new apps and digital services?

## **NETWORKING**

All participants will receive a guest list with email contacts after the session closes, allowing them to continue conversations started around the breakfast table.

Be part of the conversation.



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