



Directors Club®

CUSTOMER LEADERS

VIRTUAL ROUNDTABLE

Old Normal or New Normal?
Does Customer Muscle Memory Exist?

Over the past year, customers have developed NEW purchasing habits, routines, and channel preferences. Do you want these to continue? Or do you want to return to the OLD normal? Join us to discuss how customer behaviours may change as we return to an open economy and society.

May 20th

4pm - 5.15pm BST

[RSVP](#)

AGENDA

Welcome

Delegate introductions

5-minutes scene-setter

60-minutes of roundtable discussion moderated by Jon Snow of Directors Club

DELEGATES

We are inviting senior leaders in customer-centric roles

If this topic is more appropriate for a colleague, you can nominate someone to take your place

FORMAT

Roundtable discussion via video conference

No cost and no delegate preparation required

Customer-centric leaders in roles allied to the topic

The Chatham House Rule is invoked. No external audience or distributed recording

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

DISCUSSION TOPIC

Many businesses are hoping and praying for a return to something very close to the trading flows and patterns of 2019; a simpler time before we had heard of COVID-19 or entertained the prospect of social distancing.

For the companies most negatively impacted by the pandemic, this perfect pre-COVID **Customer Muscle Memory** scenario (an instinctive return to the OLD normal) is the most desirable.

By contrast, the businesses that have grown and thrived by responding to the customer needs of the past year, really want the NEW purchasing habits, routines, and channel preferences to be sustained.

Wherever your organisation sits between these two poles, future success relies on predicting how your customers will react to the reopening of the economy and society.

Join our roundtable of Directors Club Customer Leaders (via video conference) as we address the following questions:

Do customers have Muscle Memory in the context of their purchasing habits, routines, and channel preferences?

Can we predict which OLD habits will resume and which NEW routines will endure?

How can we influence these OLD and NEW customer behaviours?

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 SPONSOR

[Teleperformance](#) is the agile business services partner that companies need in this digital world.

For over 40 years, Teleperformance, the global leader in customer experience management, has been connecting customers with the world's most successful companies.

Teleperformance's Digital Integrated Business Services combines human touch and high technology to deliver extraordinary customer experiences. While technology creates new and agile ways of working, our interaction experts remain committed to creating unique connections through empathy, adaptive communication skills, and more importantly, a passion for making it happen.