



Directors  
Club®

BREAKFAST BUSINESS SCHOOL

VIRTUAL SEMINAR

How To Transform IVR Experiences With  
Digitalisation & AI

Learn how to improve the IVR experience without throwing away your expensive, legacy IVR systems. In short, discover how to modernise your IVR with digitalisation and AI

May 25th

8.30am - 9.30am BST

[RSVP](#)

## **AGENDA**

Welcome to the Breakfast Business School

30-minute seminar delivered by leading omnichannel customer engagement solution developer [eGain](#)

20-minutes of delegate Q&A, when you can quiz the experts

## **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

The virtual seminar will be delivered using the GoToWebinar online platform

You can post written questions at any time during the session, and these will be addressed in the Q&A section

## **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

## SEMINAR SYNOPSIS

85% of consumers dislike the IVR experience, according to Accenture.

A recent survey of 500 consumers sought to learn about their experiences with IVRs when they called businesses or government from their mobile phones. The experiences were so miserable that 86% tried to “zero out” to a human contact centre agent after trying valiantly to get their problem resolved on the IVR!

Businesses, on the other hand, are faced with the conundrum of improving the IVR experience without throwing away their expensive, legacy IVR systems.

The solution? Modernising the IVR with digitalisation and AI.

Join us for this **Breakfast Business School** seminar where you will learn:

- Latest industry trends on IVRs
- Details from the hot-off-the-press survey findings on the IVR customer experience
- Three steps to modernising IVRs with digitalisation and AI
- What wow looks like in the modernised IVR experience

## **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 [eGain](#).

eGain's omnichannel customer engagement solutions power digital-first experiences for leading brands.

Infused with AI, machine learning, knowledge and analytics, eGain's award-winning platform helps clients automate and optimise customer journeys via virtual assistance, messaging, social, mobile, web, and contact centres.