



Directors
Club®

BREAKFAST BUSINESS SCHOOL

VIRTUAL ROUNDTABLE

Can Automation Have a Positive Impact on the Experience and Economics of Customer Service Delivery?

This session will bring together senior leaders with a stakeholding in customer service delivery, for a relaxed and informal discussion on the positive contribution process automation can make to productivity, employee engagement and customer experience

Tuesday, November 2nd

8am - 9.30am GMT

[RSVP](#)

AGENDA

Welcome to the Breakfast Business School.

90-minutes of informal, relaxed and free-ranging discussion moderated by Jon Snow.

Delegates can contribute as much or as little as they wish. There is no pressure.

DELEGATES

For this session, we are inviting senior leaders in customer operations, customer contact, customer service, customer experience, employee engagement, and automation.

If you feel this invitation is more appropriate for a colleague, you may forward it internally.

FORMAT

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 from major UK employers for an exchange of experiences, ideas, concerns and questions regarding the journey of implementing process automation in a customer service environment.

Whether you are starting your automation journey, or are some way down the road, we'd value your perspective and insight.

Our leader roundtables are relaxed, free-flowing and informal. There is no pressure to contribute. The discussion is spontaneous and driven by what the delegates wish to talk about. My job is to manage the enthusiasm.

Themes the conversation may embrace:

- Overcoming the political sensitivities around automation in customer service
- Emphasising the positive impacts on colleague and customer experience, productivity, and satisfaction
- Creating more fulfilling and higher paid customer service roles through the automation of simple, repetitive tasks
- Communicating the strategic and competitive importance of embracing automation
- Pre-empting resistance, soothing anxieties, and avoiding confrontation

If you wish to invite a senior colleague to accompany you (virtually), 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 [NICE](#).

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