

# Directors Club

DIRECTORS CLUB UNITED KINGDOM

## CUSTOMER ENGAGEMENT BREAKFAST

SEMINAR, DISCUSSION & NETWORKING

THE IVY CLUB

JUNE 28TH 2022

R.S.V.P.



*Directors Club*

[Directors Club United Kingdom](#) cordially invites you to take a place at the table for our inaugural ***Customer Engagement Breakfast*** at [The Ivy Club](#), Covent Garden, London.

## **WHEN**

Tuesday, June 28th 2022

Mimosas, Teas, Coffees, Juices & Breakfast Canapés from 8am

Seminar & Roundtable Discussion from 8.30am until 10am

Informal Networking until 10.30am

## **WHERE**

The Loft at The Ivy Club, 9 West Street, London, [WC2H 9NE](#)

## **WHO**

Join a gathering of some of the UK's foremost customer engagement leaders and stakeholders and enjoy a working breakfast in the enchanting Art Deco inspired Loft members room.

Delegates will each receive a guest list after the event, enabling them to continue conversations started around the breakfast table.

## OCCASION

This unique knowledge-share and networking experience begins with a champagne cocktail upon arrival, or a choice of teas, coffees and fruit juices. Meet your fellow delegates and be tempted as The Ivy Club's signature breakfast canapés float by. Take a place at the table for 90-minutes of insightful presentations and moderated roundtable discussion. Then continue conversations informally over coffee.

## R.S.V.P.

To confirm your place at the table, please email your host Jon Snow on [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## COST & PREPARATION

There is **no cost**, you are invited as a guest of the Directors Club United Kingdom. Also, **no preparation** is required, we prefer a spontaneous, conversational style of debate.

## SPONSORS

This seminar is generously supported by [Route 101](#), a leading innovator in customer engagement solutions. With their support we can achieve our mission and elevate our members. We encourage all guests to engage with our sponsor's representatives.

## SEMINAR & DISCUSSION

Following delegate introductions, the formal part of the agenda will begin with a 20-minute seminar briefing exploring proactive customer engagement best practices, innovations, and business impacts.

*By 2025, proactive customer engagement interactions will outnumber reactive customer engagement interactions. Customer engagement is often reactive rather than proactive. This has resulted in high-customer-effort experiences limiting the effectiveness and profitability of self-service. - Gartner*

Delivered by [Route 101](#), the seminar briefing will detail how moving from reactive customer engagement interactions towards proactive conversations can:

- Improve the management of complex deliveries and yield better business outcomes.
- Transform the customer experience, reduce both business and customer effort, and improve CSAT.
- Ensure a better experience around deliveries, and more right-first time installations, service, and repairs.

This will be followed by a relaxed and free-flowing roundtable discussion, titled:

*Unlocking the Proactive Potential: Can Embracing Conversational Capabilities Reduce Cost and Transform the Customer Service Experience?*

