



Directors
Club®

CUSTOMER LEADERS

VIRTUAL ROUNDTABLE

What Will Be The Digital Legacy Of This Pandemic?

Explore how customers have embraced digital to overcome the limitations of social distancing and lockdowns, and how permanent this change in behaviour may be in the post-vaccination era to come.

February 24th

11am - 12.30pm GMT

[RSVP](#)

AGENDA

Welcome

Delegate introductions

Scene-setter by our sponsor (5-mins)

Roundtable discussion moderated by Jon Snow

Thanks

DELEGATES

For this session, we are inviting senior leaders in customer-centric roles.

If you feel this invitation is more appropriate for a colleague, you can nominate them to take your place.

FORMAT

Virtual roundtable via video conference

No delegate preparation required

90-minute knowledge-share & networking session

10 leaders in roles allied to the topic of discussion

Relaxed and spontaneous roundtable discussion

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

In response to the pandemic, organisations across all industries have had to accelerate digital transformation overnight. Many have had to create a digital strategy for the first time.

Customers, faced with in-person restrictions, turned to digital channels - many for the first time.

Today, after nearly a year of disruption, organisations are looking to move on from “sticking plaster” quick-fixes to more thought-out long-term digital customer-journey solutions.

Post-vaccine, the newly embraced digital channels and touch-points will remain and grow in importance. The competitive frontlines in 2021 and beyond will be digital.

Join this virtual roundtable of senior leaders in customer-centric roles to explore how customers have embraced digital to overcome the limitations of social distancing and lockdowns, and how permanent this change in behaviour may be in the post-vaccination era to come. Collectively we will address the question:

What will be the digital legacy of this pandemic?

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

This roundtable discussion is supported 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.