

Adapting to

NEW NORMAL CUSTOMER BEHAVIOUR

- Online Panel Discussion
- Wednesday 8th July 2020
- 10:30 - 11:30 BST [zoom](#)

GUEST SPEAKERS



KIRK BRADLEY

Director, Commercial Operations,
Bupa UK Insurance

Kirk runs the sales and retention operations for BUPA Private Medical Insurance, Cash-plan, Dental and Travel Insurance. With over 30 years experience in general insurance markets, he was responsible at BUPA for the operational response to the COVID-19 crisis for the sales and retention teams, maintaining and driving further growth in the new normal.



TIFFANY CARPENTER

Head of Customer Intelligence,
SAS UK & Ireland

Tiffany has spent over 25 years helping organisations transform customer experience across their sales, service and marketing operations. In her current role at SAS, she guides organisations on the application of advanced analytics and artificial intelligence to harness customer insights and deliver relevant one-to-one experiences.



JAMES LEESE

Chief Customer Officer,
Cox Automotive

James is a senior automotive leader in the Retail and Remarketing sectors, on a B2B basis. With over 20 years experience, he has a proven track record of success, both in terms of team development, designing and executing strategies to enhance client value proposition. He believes in creating effective teams leads to highly developed and motivated people, which results in great performance.



PETER LAVERS

Founding Director,
Customer Attuned

Peter is one of the world's top influencers in customer experience, CRM, customer analytics, digital and AI. His early career was with Rolls-Royce and Bentley Motor Cars, after which he has led hundreds of consultancy engagements across B2B, B2C & public sectors around the World. The insights he has derived from the development and implementation of customer centric strategy give him a unique perspective on what does and doesn't work in the field of customer management.

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