

# MAKING CUSTOMER CENTRICITY... ...A REALITY

B2B  
TRUST  
DNA™

Weds 16 June 2021

09:30 - 10:30 GMT on ZOOM

GUEST SPEAKERS

## CUSTOMER CENTRICITY IS A TERM THAT HAS BEEN AROUND FOR MANY YEARS, BUT WHAT DOES IT REALLY MEAN IN A B2B ENVIRONMENT?

Join our panellists from very different sectors plus our own resident expert on the subject, who together, will contribute knowledge and experience on how they make customer centricity a B2B reality.



### PAUL WILLOUGHBY

Head of Insight & Strategy Research  
Beazley Group

Paul reports directly to the chief of staff and is focused on delivering Insight that enables strategic decision making. Paul is also responsible for delivering a number of strategic initiatives at Beazley including the 'closer to clients' programme. Prior to joining Beazley, he led several market modernisation initiatives for Lloyd's of London and worked across Claims and Operations at a number of global Insurance companies.



### LOUISE EVANS

Head of Customer Experience  
UCAS

As strategic lead of UCAS' customer experience work, Louise is responsible for the relationship architecture of the business to business customers serving both those that receive applicants, and those that support applicants through the application schemes. Louise joined UCAS in 2004, and has managed UCAS' Professional Development Team for nine years.



### PETER LAVERS

Co-Founder & CX Influencer  
Customer Attuned

Peter is one of the world's top influencers in customer experience, CRM and customer analytics. His early career was with Rolls-Royce and Bentley Motor Cars, after which he has led hundreds of consultancy engagements across B2B sectors worldwide. 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.

## Presented by Customer Attuned

Customer Attuned is the leading consultancy in transforming B2B relationships and sales, based on trust and working together for mutual commercial benefit.

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