



Customer Experience: Bridging the Technology Gap

Be digital when it's efficient. Be human when it matters.

A KEYNOTE BY PETER LAURIA, CUSTOMER EXPERIENCE SPEAKER



Your customers have more options than ever, and less patience than ever. They don't remember transactions. They remember how you made them feel.

In this energetic, story-driven keynote, Peter Lauria shows leaders and teams how to build genuine connection at every touchpoint, creating experiences that set a business apart and make customers want to come back.

The BRIDGE Method: six emotional connectors

Believability:

Customers trust what you show them, not what you promise.

Respect:

Make them feel valued and known, never like a number.

Integrity:

Actually solve the problem. No hoops, no runaround.

Dedication:

Be easy to do business with. Remove every roadblock.

Generosity:

Give more than the transaction requires.

Empathy:

Recognize the disruption in their day that brought them to you.

Participants will leave able to

- Spot the moments that make or break a customer relationship
- Use the six BRIDGE connectors to turn routine interactions into lasting loyalty
- Remove the friction that sends customers to competitors
- Build a customer-first culture where employees want to deliver great service

What audiences say

"Pete was amazing! His BRIDGE methodology was something I hadn't heard before."

"I can think of a dozen businesses that need to hear this!"

"Pete's enthusiasm! Pete's personality! The presentation was engaging."

About Peter

Peter Lauria brings more than 30 years in customer success, customer experience, and technology consulting, including 10 years at Microsoft, then Zendesk. He holds an MBA from Colorado State University and is a Distinguished Toastmaster (DTM), a certified Project Management Professional (PMP), and a Certified NLP Practitioner. Based out of the Jersey Shore area, he speaks to business audiences across the US and Canada.

Formats

Keynote: 45 minutes, adjustable to fit your agenda. Breakout or workshop versions available. In person or virtual.

Ideal for conferences, association meetings, sales kickoffs, leadership retreats, and customer service and CX teams.



peterlauria.com

Check availability.

Fees start at \$1,000 plus reasonable travel.

pete@peterlauria.com | (732) 784-8455

linkedin.com/in/petelauria

Watch the speaker reel: peterlauria.com/reel