

---

## **Client Relationship Management**

---

**Date :** 27 November 2023 (Monday)

---

**Time :** 10am – 12noon

---

### Course Outline

The course content will cover the following topics:

- Customer Relationship Management (CRM) models
- Data mining
- Identify needs
- Resource development and management
- Insurance product and service innovation
- Customer resource management
- Post-underwriting service strategies
- Case studies

### Speaker

#### **John Peberdy, ANZIIF (HM) (Snr Associate) HM CIP, GAICD**

John's insurance career commenced with Ansvar Insurance in Adelaide in 1973. He served with Ansvar for 37 years, including 11 years as CEO for Australia and New Zealand. John served on the Boards of The Insurance Council of Australia (2004-2010) and Insurance Ombudsman Service (2006-2009). He is the former Chairman of VMIA (Victorian Managed Insurance Authority) (2011- 2017). John is a Honorary Member of ANZIIF and has been a facilitator in their Asian teaching program for many years. He has also been a judge for the ANZIIF Australian Insurance Awards on many occasions. In addition to serving on Boards and teaching for ANZIIF, John also operates a consulting business specialising in strategic planning, risk management and governance.