



Creating a Frictionless Client Experience

Bill Petrie

March 29-31, 2025



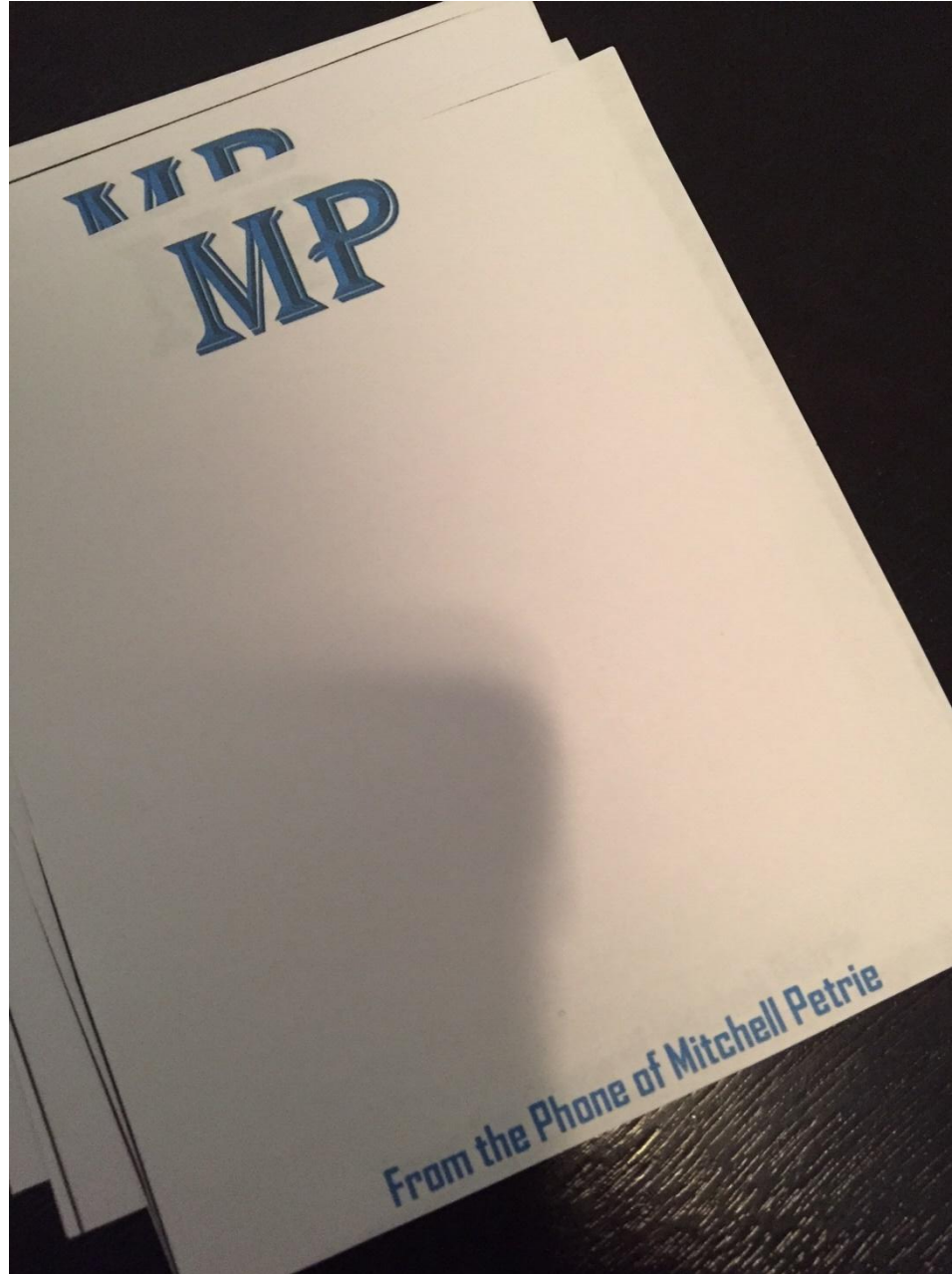
SHUT UP.





**SHUT
UP.**







A LITTLE ABOUT ME



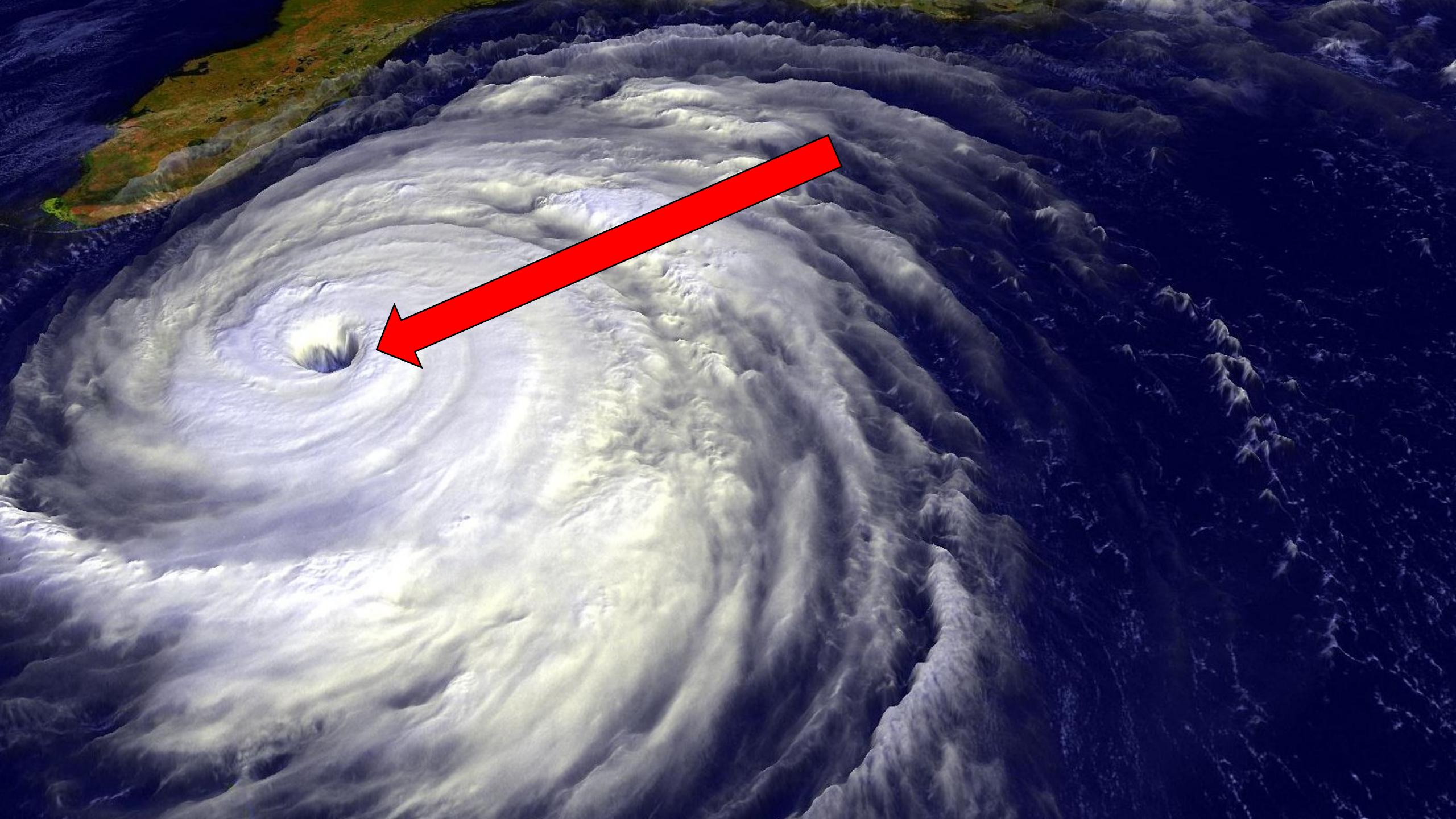
BILL PETRIE

Founder & Creative Director
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PROGRESSIVE[®]

Create the force necessary to
move the client

Make the purchasing journey
as easy as possible

Understand and eliminate
friction points







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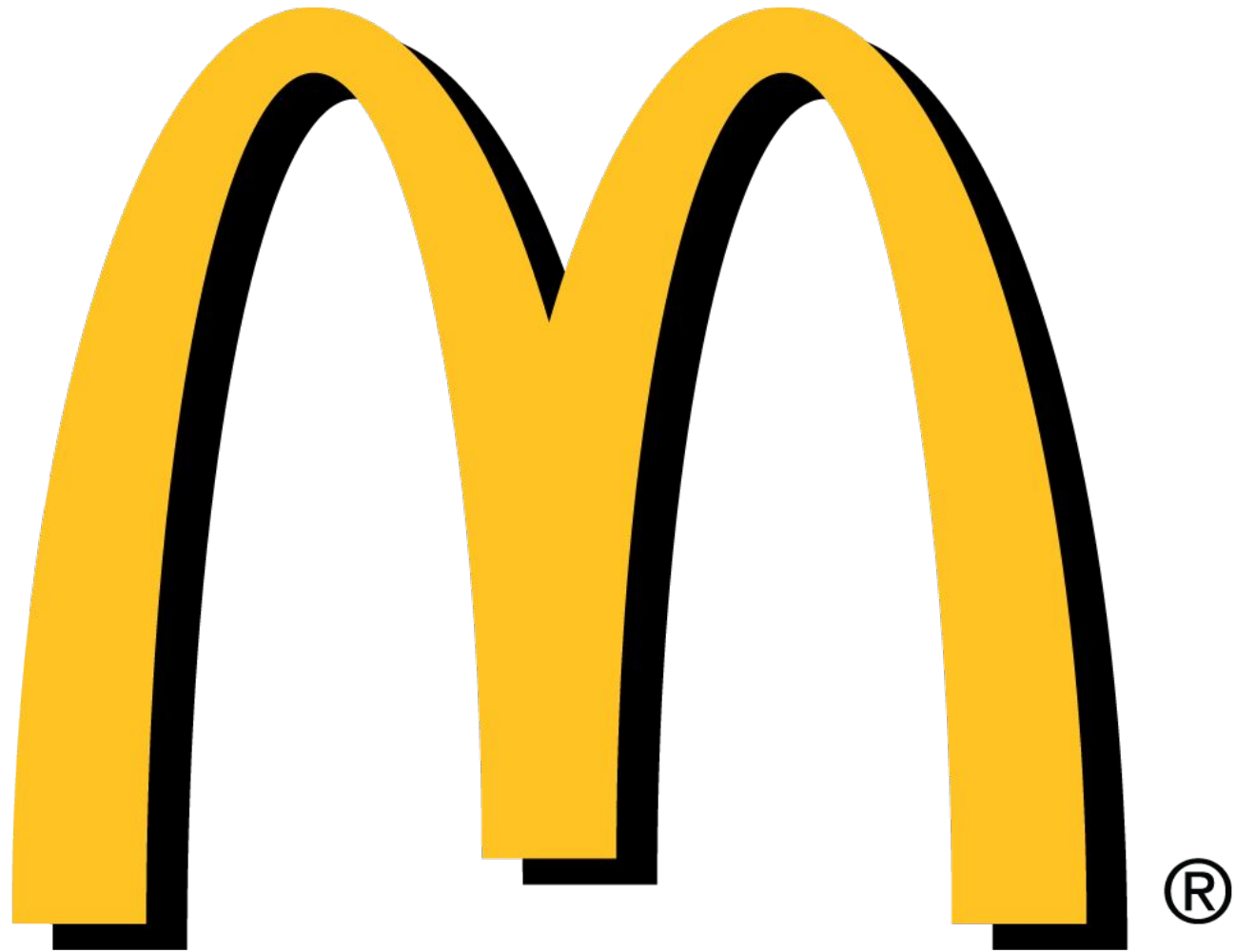


An illustration of an iceberg floating in a blue ocean under a light blue sky. The iceberg is divided into two parts: a small, jagged tip above the water surface and a much larger, submerged base below the surface. The water is depicted with blue ripples. The sky is a solid light blue. The text 'LOGO' is written in black on the visible tip, and 'BRAND' is written in white on the submerged base.

LOGO

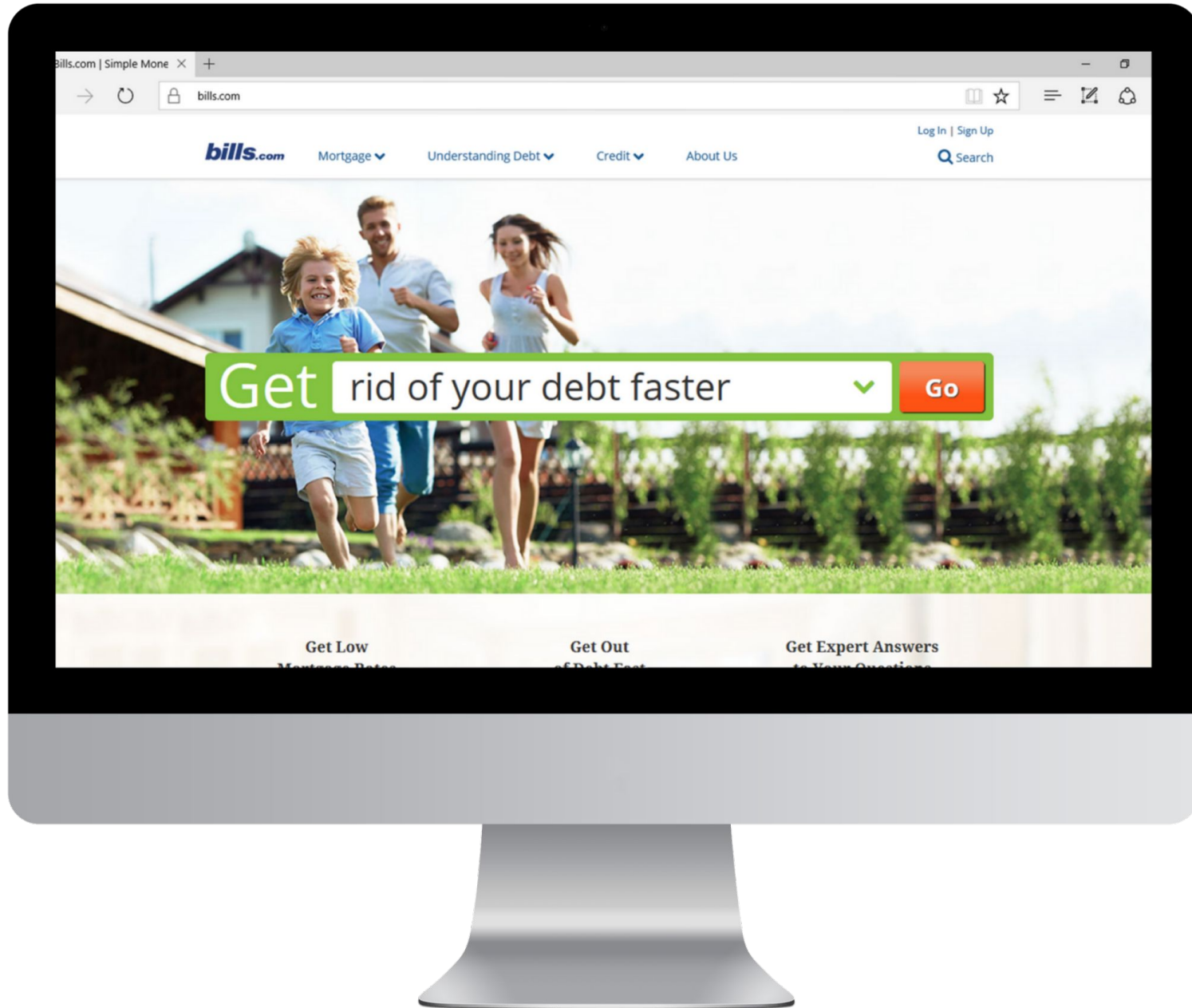
BRAND

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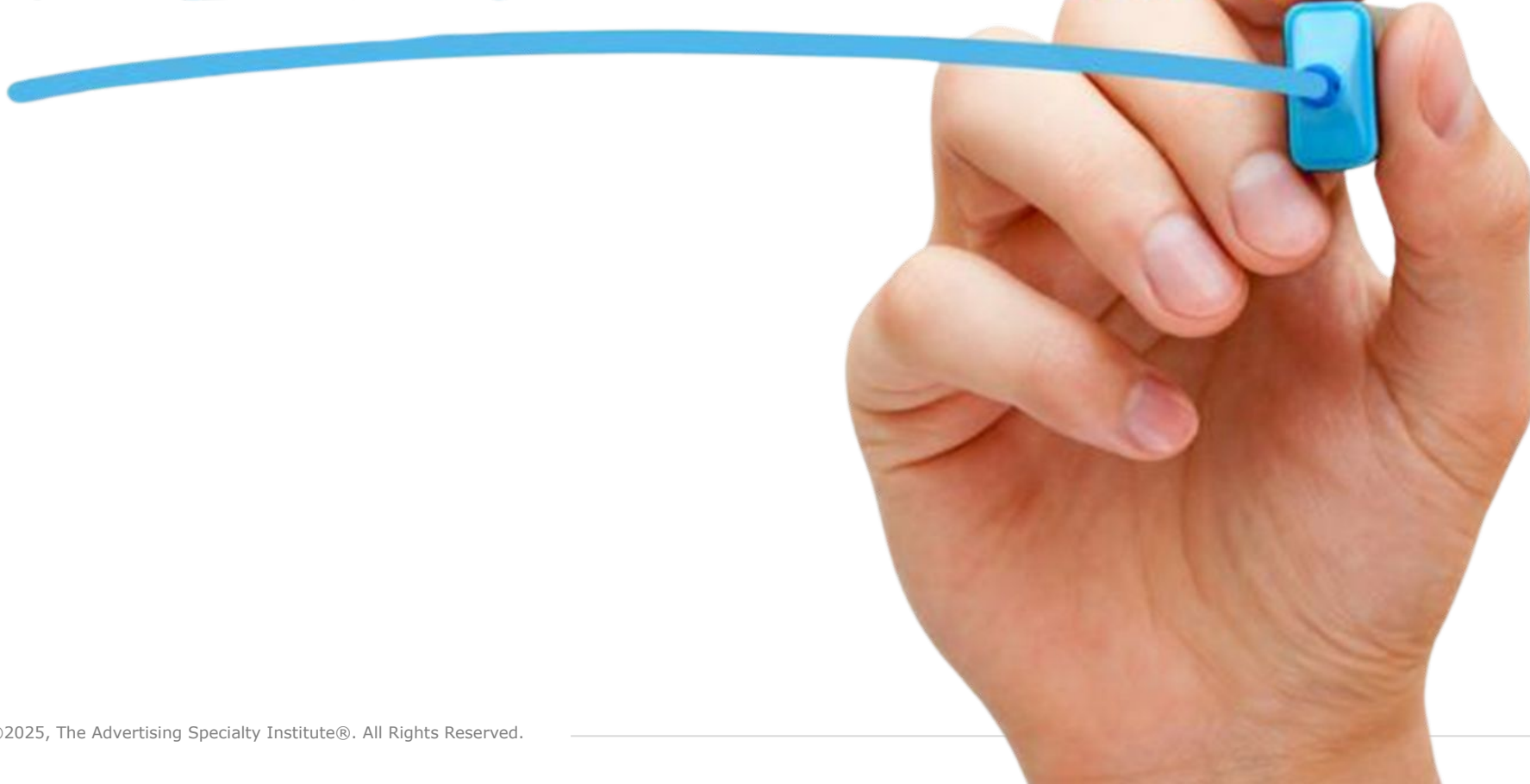








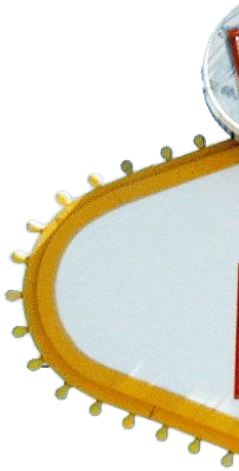
FEEDBACK

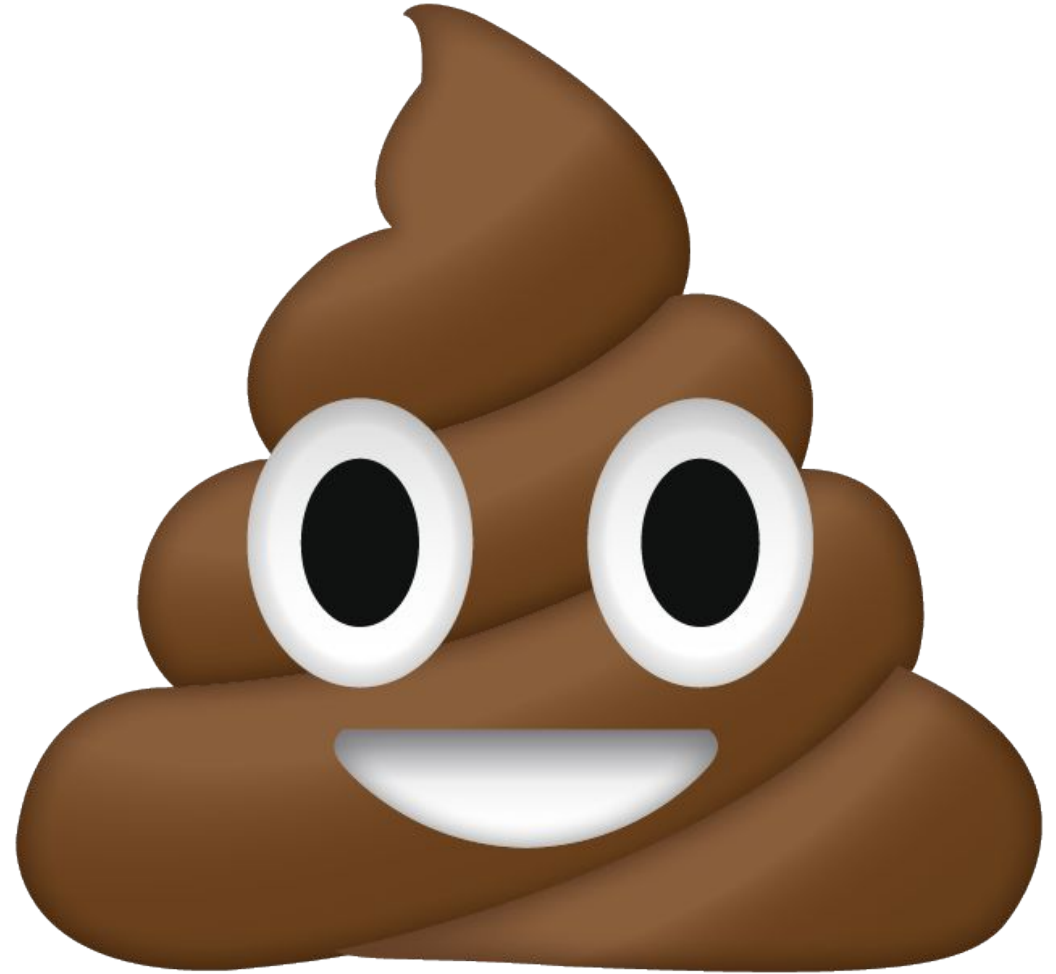






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