



# NEUROMARKETING & CUSTOMER EXPERIENCE PROGRAMME

LIVE ONLINE

# 8 sessions of Neuro CX Programme

**Enhance your CX strategy with neuro-powered insights!**

8 sessions of an Insightful CX programme that will transform the way you look at your Customer Experience.

Is your brand looking for new ways to attract customers and increase their engagement?

Learn the nuances of a successful experience strategy that is rooted in how consumers think, feel and behave.



## Key benefits:

- Customized with your own case study.
- Neuroscience-centric, customer experience thinking.
- Implementation-focused approach.
- Free follow-up hand-holding and implementation calls.

### Contact info:

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# CX Programme-Short Description

Our custom-designed workshops keep the practitioner in mind and leave participants with structured knowledge about:

- The human emotional and behavioral **responses to good and bad experiences**
- Methodologies on how to deliver an **enhanced customer experience.**



# Why CX?

As the concept of **consumer loyalty fades**, technology gaps shorten and spending is volatile, organizations that desire to build sustained competitive differentiation have only Customer Experience to rely on.

Delivering sustained superior customer experience is not a set of tools and process changes, but entails a deep understanding of customers' experience needs and desires, while designing the "**customer desired**" experience at a competitive cost structure.

# Why Neuroscience?

Reason and emotion play a fine-tuned game in influencing our decision-making and behaviour, with emotions being at the highlight of customer experience. Following a brand or product interaction, we tend to remember how we felt, rather than the facts of that experience. Therefore, understanding the science of emotions is paramount in creating the long-lasting impression of your brand throughout your customers' experience.

Neuroscience allows us to peek into the non-conscious processes that underlie consumer behaviour. It provides us with accurate and unbiased consumer insights that are invaluable when designing successful CX strategies.

# Our Promise

After attending our Neuro CX MasterClass, you will gain a fresh perspective on how you can substantiate and enrich your customers' experience.

You will acquire the know-how to analyze the desired drivers of experience and will learn how to craft an appropriate organizational response in order to deliver such an experience.

The Neuro CX MasterClass does not end in the classroom. We know that implementation is, after all, key. When you enroll in the MasterClass, you benefit from 3 free Zoom call sessions over the next 120 days. During the calls, we will assess, hand-hold and guide you with the development and implementation of your customer experience strategy. It is your chance to pick our brains and make sure you get the most out of the ideas that you have.

## Participation Requirements:

In order to customize it effectively, the Neuro CX MasterClass is designed for mid to senior level managers across functions from a single organization. We encourage that attendees be from multiple functions, as this supports cross learning and cross fertilization of ideas.

# MasterClass Outline

- **Class 1** Behavioural model of Customer Experience (CX)
- **Class 2** Fundamentals of Consumer Neuroscience
- **Class 3** Subconscious impact on customer behavior (memory, emotions, habits)
- **Class 4** Psychological and behavioral science principles of CX
- **Class 5** Making CX come alive - customer centric culture, customer journey maps
- **Class 6\*** Application of consumer neuroscience in CX – case studies
- **Class 7\*** Application of consumer neuroscience in CX – case studies (cont'd)
- **Class 8** Students' Business Case presentations

\*On starting the Masterclass, students will be divided into teams and will be allocated a topic for a Business Case that they need to prepare and present during the last class. Classes 6 and 7 will be more practical oriented and will allow time for students to discuss their progress and get advice on their challenges from the trainers.





# Learn from the best

## The Faculty

### Anil V. Pillai

Spanning a professional career of over two decades, Anil Pillai is an experienced engagement strategy expert. His area of expertise is in building and executing customer engagement, customer experience and customer centricity solutions to solve complex customer pain challenges. He works with Fortune 500 companies in Asia and globally.

He is a pioneer in Data Analytics and Customer Experience in India and he is one of the founding members of CXPA, a global body of Customer Experience Professionals.

Anil has a Masters in Business from La Trobe University, with specializations in Strategy, Customer Insight and Behaviour. His PhD, from the Swiss Management Centre, Zug University, focuses on Cognitive and Decision Sciences. He is also a certified Neuroscience Coach.

### Ana Iorga

Dr. Ana Iorga is a consumer neuroscience and behavioral sciences expert with a deep abiding passion for understanding human behavior. Having spent almost two decades in working with businesses as well as academia, Ana has deep expertise in the world of design, communication and branding across diverse industries such as Finance and Insurance, Consumer Goods, Retail and Automotive. Given her unique academic background, Ana founded Buyer Brain, a consumer neuroscience company that uses neuroscience and behavioral sciences to improve CX and drive deeper customer engagement.

Dr. Iorga is the Chair of CXPA's European Council and is actively involved in expanding the CX profession across Europe. She has received several awards for her contribution to the CX and communication professions: she ranked in Top 10 in the 2022 & 2021 CX Stars Awards by Customer Experience Magazine, she was nominated by Advertising Week as one of the most influential women in marketing in 2020 and in 2019 she was the recipient of the GRIT Future List Award for her contribution to the insights industry.

Dr. Iorga is a Medical Doctor that holds a PhD in Consumer Neuroscience and a double MBA degree in Marketing and Finance. She serves on the editorial board of NMSBA's Insights Magazine and is co-editor of Ethics in Neuromarketing, a path breaking book exploring the ethical challenges in Neuromarketing.

# PROGRAMME FEE AND DURATION

## Certificate

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Excellence Online Academy.



**Fee: 500 £**

**Duration: 4 weeks**

**Sessions/week: 2**

**Session length: 1.5 hours**

## PREREQUISITES

This programme is designed for working professionals and requires proficiency in English. All sessions will be held in English. All assignments are written in English and are required to be responded in English. The programme will be delivered through Zoom and requires you to have a good internet connection. The device on which you access the programme should support one of the following browsers: Chrome 71, Firefox 64, IE 11, Edge 42, Safari 11.



## ABOUT EXCELLENCE ONLINE ACADEMY



**Excellence Online Academy is an on line education institution specialized in providing a portfolio of high-impact on line programmes.**





Let's START  
**Enrol today!**

[www.onlineexcellence.org](http://www.onlineexcellence.org)

May 15 – June 10, 2023

**HURRY. Limited Seats Available.**

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