

## **Behavioral Economic Design of the Customer Experience**

Gallup Senior Strategist, Dr. John Timmerman, will provide a systematic approach for architecting the optimal customer experience that blends the science of behavioral economics with the art of ethnographic research.

Participants will learn the latest scientific findings in applied behavioral research, understand hidden barriers in transforming the organizational culture, and identify the key success factors for operationalizing the customer experience.

Learning Objectives:

### 1. Identify the Principles of Behavioral Economics:

Attendees will learn how memory affects customer decisions. For example, attendees will learn concepts such as “anchoring heuristics” for improving sales and “affect heuristics” that influence repeat purchase of an experience.

### 2. Learn Ethnographic Research Techniques:

This session applies the principles of behavioral economics to elements of the guest experience. Attendees will utilize a behavioral economic lens to study the customer and create new insights to enhance the customer experience and increase share of wallet. Ethnographic techniques provide deeper insights than surveys or focus groups because customers are generally unreliable reporters of their own behavior and are less likely to recall their feelings about intangible characteristics.

### 3. Understand Facilitate Rapid Innovation:

Attendees will learn how to convert ethnographic insights into practical solutions that enhance the guest experience and increase share of wallet.

Participants will be taught techniques for fostering an environment of innovation and rapid prototyping of concepts.