



The Brain Science Behind Great Customer Experiences

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Bronze Sponsor
trueSCAN
OPTIMIZE FOR ATTENTION AND EMOTION

CX TALKS
CHICAGO




The Brain Science Behind Great CX

trueIMPACT

trueSCAN

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The background is a blurred photograph of a city street. In the foreground, a woman in a red top and white skirt and a man in a blue shirt and dark pants are walking away from the camera. In the background, there is a large, light-colored building with classical architectural features like columns and a statue on a pedestal. A motorcycle is parked on the street near the building.

People
SAY what
they
THINK and
ACT on how
they
FEEL.



1. Get noticed

2. Trigger an emotion

3. Form a memory

Consumer Neuroscience Research



Neural Metrics



Eye Tracking



Heart Rate





DIGITAL & MOBILE EXPERIENCE



- Neurometrics
- Biometrics
- Surveys





FULL SCREEN VIDEO INTERSTITIAL

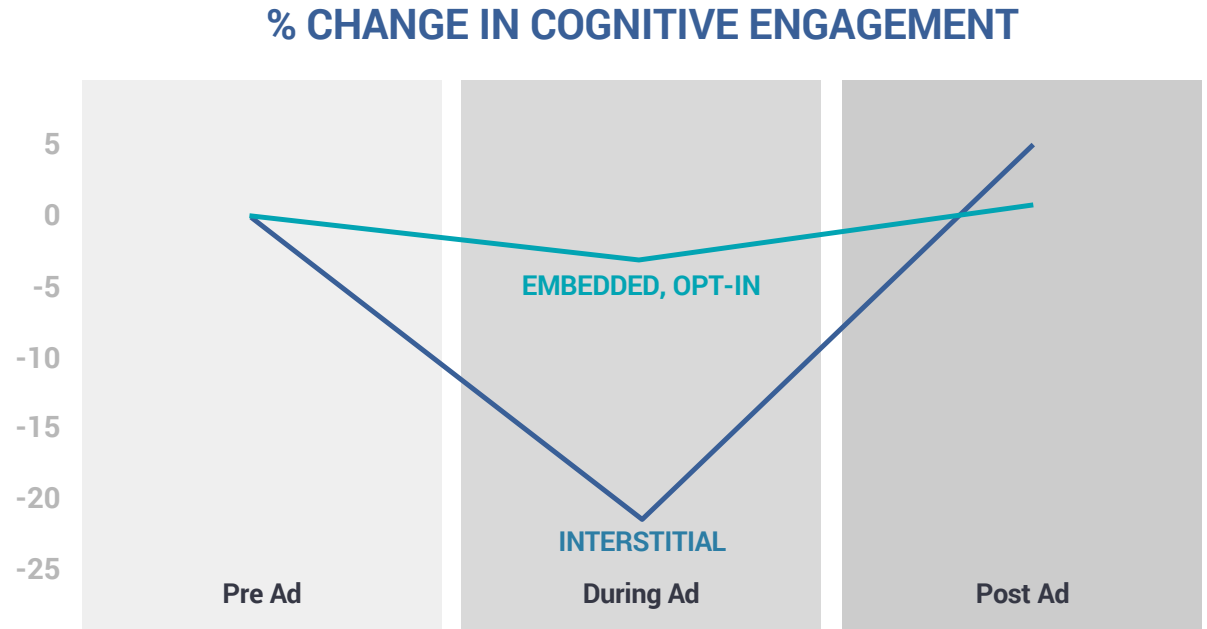
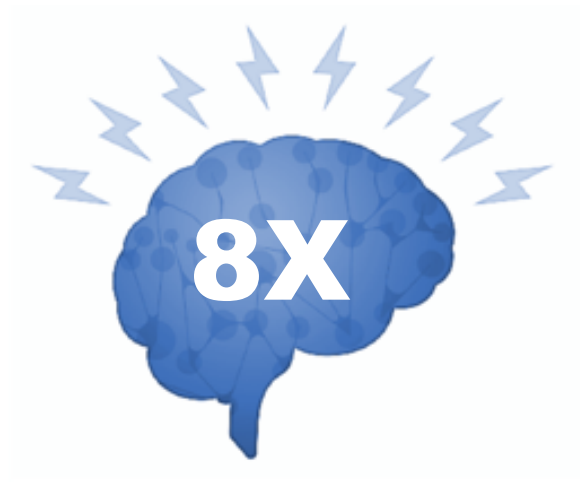


EMBEDDED, OPT-IN AD FORMAT

- Moments of user need
- Embedded into app environment
- Reward based interaction

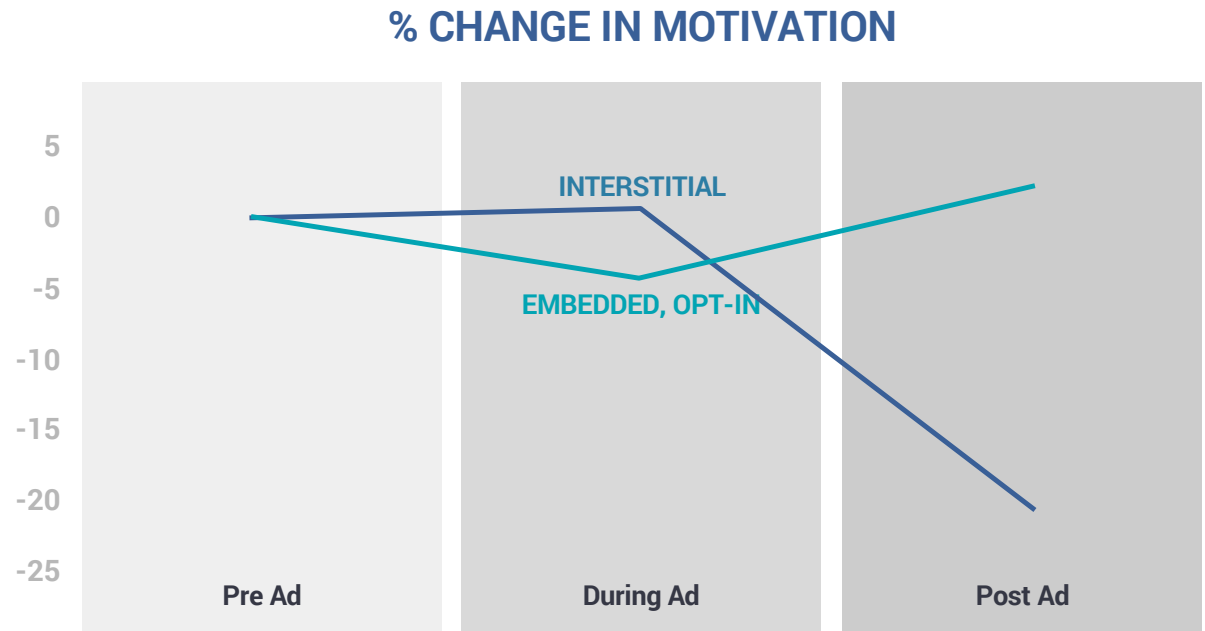
Cognitive Engagement

► EMBEDDED ADS EARNED 8X MORE COGNITIVE ENGAGEMENT



Motivation

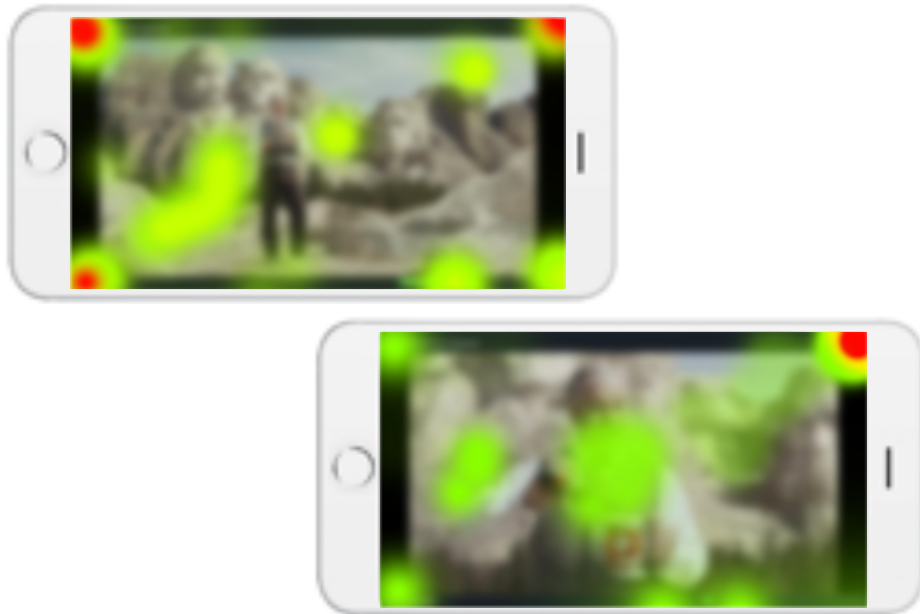
► INTERSTITIAL SHOWS HIGHER MOTIVATION DURING AD. WHY?



Visual Attention

- CLOSING THE AD ELICITS HIGHER MOTIVATION. I.E. THE 'RACE TO X'

INTERSTITIAL AD



EMBEDDED, OPT-IN AD

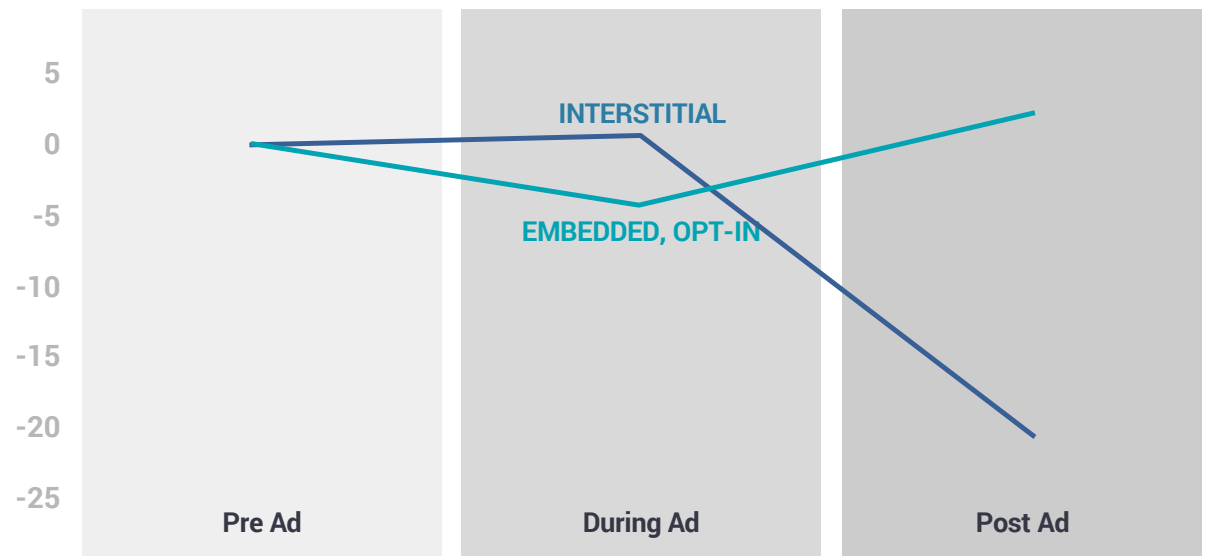


Motivation

► EMBEDDED PRODUCES 4X MORE MOTIVATION, POST AD.



% CHANGE IN MOTIVATION BY AD FORMAT





SUMMARY

- Consider both ad delivery and context.
- Consider the user on the other end of the phone.



NEURO DESIGN

Private and confidential.

trueIMPACT 30

BE SEEN

BE RELEVANT

BE CONTACTED

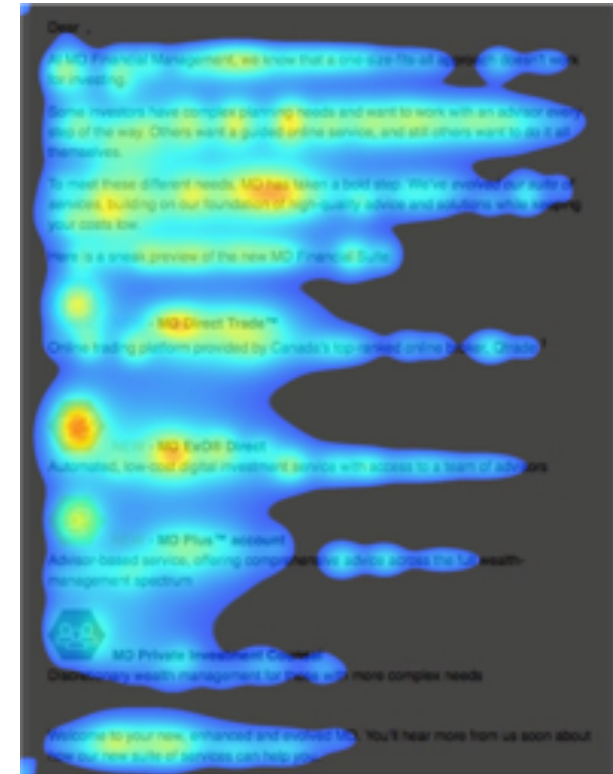
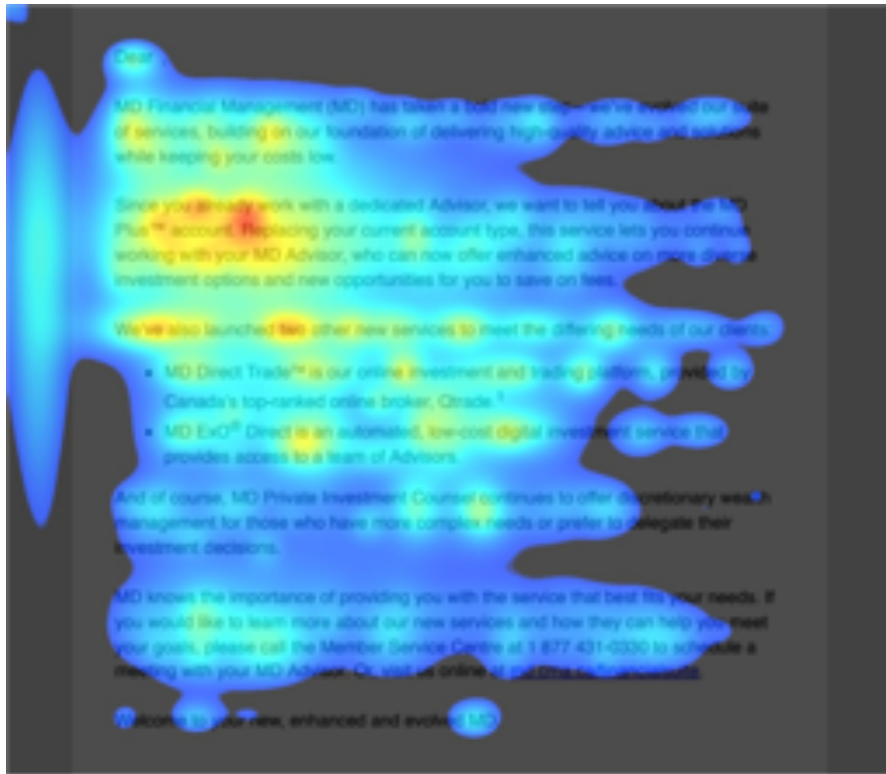
**3-5 SECONDS
OF ATTENTION IS ALL
A BRAND GETS.**

**Eye tracking studies expose 40
people to 3-5s of stimuli.**

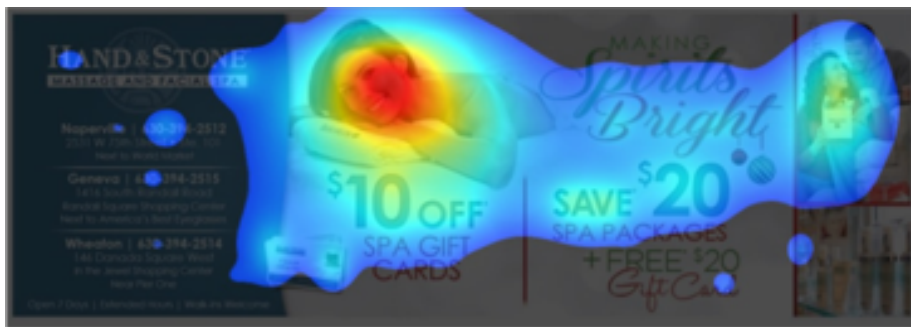
**Predictive eye tracking software
simulates this with 85% accuracy.**



Result: Increase of **26%** in redemption rates, and **46%** in gross profits from coupons.



Result: Increase of 3-4X in click-through rates.



Result: Increase of 25% in service sales.



01

CONCISE MESSAGE

02

SIMPLE DESIGN

03

SINGLE CTA

04

HUMAN VISUALS

NEURO DESIGN BEST PRACTICES



**Be Bold.
Be Brave.
Be Brilliant.**

trueIMPACT

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