



ACADEMY OF RISK MANAGEMENT WEBINAR

The Cognitive Science Behind A Great Customer Experience

OCTOBER 28, 2021 | 1:00 - 2:00 CST

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The key to delivering a great customer experience? It's all in your head!

Creating a great impression on customers isn't just about shaping their experiences, it's about shaping their memories. That's the fascinating premise at the heart of this webinar led by Jon Picoult, a leading expert in customer experience and author of the new book *From Impressed To Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans*.

Legendary companies like Amazon, Costco, Disney and Southwest all leverage cognitive science to influence how customers perceive and remember their experiences. In this must-see Academy webinar, Jon will describe the psychology-based techniques that successful, beloved businesses use to turn more sales prospects into customers, and more customers into raving fans.

ABOUT THE SPEAKER



Jon Picoult helps organizations impress their customers and inspire their employees, creating “raving fans” that drive business growth. He is the founder of Watermark Consulting and a noted authority on customer and employee experience.

A sought-after business advisor and acclaimed keynote speaker, Jon's insights have been featured by dozens of media outlets, including The Wall Street Journal, The New York Times, Harvard Business Review, and Forbes. He has worked with the CEOs and executive teams at some of the world's foremost brands, helping companies build powerful loyalty in both the marketplace and the workplace.

His new book, *From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans* will be published in October 2021.