



Institute for Service Leadership

# The Psychology of the Customer

Towards a meaningful and sustainable customer connection

**Inspiring series of lectures from the following speakers:**

Prof. Fred van Raaij (Tilburg University), Prof. Ap Dijksterhuis (Radboud University),  
Prof. Ale Smidts (Erasmus University), Prof. Victor Lamme (University of Amsterdam),  
Prof. Ad Pruyn (University of Twente), Prof. Daniel Wigboldus (Radboud University),  
Prof. Ko de Ruyter (Maastricht University) and Prof. Tammo Bijmolt (University of Groningen)

*"Nothing is more practical than a good theory."*  
(Kurt Lewin)

Be inspired, get connected



Institute for  
Service Leadership



# Institute for Service Leadership Lecture Series

## Series of Lectures

At this time the customer's experience and perception get a lot of attention from marketers, communication consultants, sales managers and customer service executives. By now it has become clear that the emotional connection with a company determines a customer's satisfaction, loyalty and the intention to recommend a certain organization. The customer experience is driven by different conscious and unconscious, cognitive and affective processes. In a series of lectures on "The Psychology of the Customer" we will deal with the question of how these processes work, how they influence each other and the consequences of these processes on the behavior of customers.

## Program Series of Lectures on The Psychology of the Customer



### **Lecture 1** Choice behavior of customers

- The effect of customer experience on product evaluation
- Unconscious influences in decision processes
- Financial behavior of customers

**Prof. Fred van Raaij, Emeritus Professor of Economic Psychology, Tilburg University**



### **Lecture 2** The smart unconscious in thinking, reasoning and creativity

- The automatic influences of the environment on behavior
- The link between perception and behavior
- The relationship between implicit and explicit attitudes

**Prof. Ap Dijksterhuis, Professor of Social Psychology, Radboud University**



### **Lecture 3** There's no such thing as free will

- Why the opinion of the customer doesn't matter
- How do I press the right buttons in the mind of the customer?
- Neuromarketing: how a brain knows more about the customer than he or she realizes

**Prof. Victor Lamme, Professor of Cognitive Neuroscience, University of Amsterdam**



### **Lecture 4** The role of the brain in buying- and decision making behavior: the (im)possibilities of neuromarketing

- Decision making behavior of customers
- Persuasive communication
- Social influences and interaction with others

**Prof. Ale Smidts, Professor of Marketing Research, Erasmus University**

## Course objective and target group

The main purpose of the lectures is to understand the customer's brain and provide more insight on how your organization can anticipate and respond to their (re)actions. The lectures are intended for marketers, market researchers and customer service representatives who want to educate themselves on the newest developments and (scientific) insights in the field of Customer Psychology.

## Organization

The lectures are given by leading professors in the field of marketing and (customer) psychology. All lecturers have most certainly earned their stripes in education and research and are held in high esteem. Process management is in the hands of Harald Pol. He is the founder of The Customer Connection Service and the Institute for Leadership and the author of several books on customer oriented business management.



### **Lecture 5** Customer behavior in relationship to an organization

- Customer loyalty: attitude, behavior, or both?
- Psychological mechanisms of loyalty and loyalty programs
- Rewarding loyalty: what works and what does not?

**Prof. Tammo Bijmolt, Market Research Professor, University of Groningen**



### **Lecture 6** Online and offline customer interaction

- Dealing with customer dissatisfaction, offline and online
- Involving customers in products and processes (co-creation)
- Influence of social media and information based technology on customer behavior

**Prof. Ko de Ruyter, Maastricht University**



### **Lecture 7** Effects of design and product environment

- Unconscious drivers for success in customer relations
- The role of design in (un)conscious influencing
- Events: taxonomies of products, environments, and behaviors

**Prof. Ad Pruyn, Professor of Customer Psychology, University of Twente**



### **Lecture** Social cognition in customer experience

- Impulsive versus reflective behavior
- Opinion forming (about people and products)
- Subliminal influencing (short)

**Prof. Daniel Wigboldus, Professor of Social Psychology, Radboud University**

## Time and place

The lectures will be spread over eight afternoons from 16:00 to about 19:00 and will take place at a location yet to be announced in the vicinity of Utrecht.

## Investment

Participation fees are € 2.650,- (excl. VAT) for members of The Customer Connection and Institute for Service Leadership and € 2.950,- (excl. VAT) for non-members. Included are the course materials, coffee, tea, snacks and lunch.

Up to two weeks before the start of the first lecture you can cancel free of charge. If you cancel less than two weeks before the start of the first lecture you will be charged the full participation fee.

## For your bookshelf

The last couple of years a number of interesting books have been published on the workings of the customer brain. We selected the following (Dutch) bestsellers for you:

Ap Dijksterhuis - Het slimme onbewuste (The smart unconscious)

Daniel Kahnemann - Ons feilbare denken (Our fallible thinking)

Victor Lamme - De vrije wil bestaat niet (There's no such thing as free will)

Martin Lindstrom - Buyology (Buyology)

Gerald Zaltman - Hoe consumenten denken (How customers think)

Participants will receive a free copy of these books. If you prefer not to receive these books we can offer you a € 100,- discount on the participation fee. The books will be handed out at the beginning of the course.

## Registration

You can sign up for this course by subscribing through the site or by sending an email to [h.pol@serviceleadership.nl](mailto:h.pol@serviceleadership.nl). By logging you agree with the terms and conditions regarding registration as mentioned in this brochure. Registration will be for the entire lecture series. It is not possible to sign up for single lectures. If, for whatever reason, you are indisposed to attend one of the lectures you may send a colleague as a replacement.

## Certificate of Participation

All participants who attend all of the lectures will receive a certificate of participation. If you are unable to attend all lectures you will not receive the certificate.

## More information

For more information about this course please contact Harald Pol. You can contact him via [h.pol@serviceleadership.nl](mailto:h.pol@serviceleadership.nl) or via phone at 0031-6-54686418.