

A close-up photograph of a bee on a yellow flower, serving as the background for the entire page. The bee is positioned on the right side of the frame, facing left, with its wings slightly spread. The flower is in the foreground, and the background is a soft, out-of-focus green.

ABS | Executive Education

CUSTOMER BEHAVIOUR AND CONSUMER PSYCHOLOGY IN BANKING

BY PROFESSOR JAMES INTRILIGATOR
PROFESSOR OF INNOVATION AND CONSUMER PSYCHOLOGY, BANGOR UNIVERSITY, WALES

From decision making to behavioural economics, from emotional engagement to the neuroscience of choice, this two-day workshop will explore behaviour, thinking, and emotion in banking. Attendees will gain new insights into what makes their customers tick – and will see how some of the world's leading corporations are using this same targeted knowledge to gain valuable competitive advantages. Whether you are interested in crafting new market offerings, developing new marketing strategies, or improving your customer relationships, this course will deliver valuable insights from the ground up. Starting with the basics of human psychology (the brain, perception, emotions, and decision-making), we will go on to explore a wide-range of topics, strategies and approaches relevant specifically to banking. The interactive sessions will involve group work, case study materials, videos, and a range of hands-on activities to generate deeper understanding. This short course will provide you with fresh insights into how a deeper understanding of customer behaviour and consumer psychology can inform a wide range of your strategic business choices.

TRAINING METHODOLOGY

The programme is a combination of group led discussions and presentations, together with practical case studies and exercises mainly in syndicates of participants. The training is experiential and participants are encouraged to share their own experiences and contribute to group dynamics.

PROGRAMME OUTLINE

DAY 1

UNDERSTANDING THE CUSTOMER, THE CONSUMER, THE BRAIN, AND THE MIND

Morning Session: Consumer Psychology: Framework and Theories

The aim of the morning session is to introduce attendees to current understandings of psychology, the brain, neuroscience, emotions, motivation, and decision-making. A sort of "beginners guide" to modern experimental psychology, this session will provide the theoretical grounding (framework) for latter portions of the programme.

Lunch with workshops and group activities: Understanding Generational Behaviour Patterns

Afternoon Session: Topics of Interest

The aim of the afternoon session is to take a deeper dive into several psychology topics as they relate to the banking industry. In particular, we will dig into: consumer trust (post 2003), confidence, motivation, loyalty, atmospherics, service quality, premium/luxury, advertising, wait-time, relationship building, and social media.

PARTICIPANT PROFILE

This innovative and ground breaking programme is particularly relevant and valuable to middle and senior level bankers with customer oriented focus. These could be front line branch managers, corporate relationship managers, sales and marketing officers, new product developers, strategists and business unit leaders. In fact, this programme will be of broad appeal to all bankers who need to better understand how their customers think and behave in their relationships with banks. This is particularly important today as bankers around the world have to reflect on changes in technology influencing digital banking platforms and creating massive disruption possibilities.

DAY 2

CONSUMER PSYCHOLOGY IN PRACTICE

Morning Session: The Consumer-Focused Organisation

In the morning session, we will explore a range of consumer-focused innovations and organisations. By studying what works in leading organisations we will begin to understand how consumer-centric organisations use consumer psychology and behavioural economics (e.g. nudges) to delight consumers.

Lunch with workshops and group activities: Why does Fintech appeal to customers?

Afternoon Session: Approaching Innovation

In the afternoon session, we will explore ways of crafting consumer-focused innovations. Intriligator will share several well-tested frameworks for creating innovations. We will work through examples of how the framework can be applied to a range of banking-related issues. Then via small-group interactions we will put the framework to use, developing products or new refinements to current products, which we will then test and critique. Students will exit with working methodologies for approaching consumer-focused product innovations.

ABOUT THE TRAINER



PROFESSOR JAMES INTRILIGATOR

Professor of Innovation and Consumer Psychology, Bangor University, Wales

James Intriligator is Professor of Innovation and Consumer Psychology at Bangor University. Since receiving his PhD (Harvard University), Intriligator has moved between academia and industry several times. In the commercial world, he ran think tanks, designed new offerings in the automotive and financial services sectors, and has worked with some of the world's largest corporations. As an academic, Intriligator has authored over 50 peer-reviewed articles in high-profile scientific journals such as Nature, Nature Neuroscience, Neuron, and Biological Psychology. He has published important work in multiple domains including psychology, neuroscience, design, entrepreneurship, physics, consumer psychology, and education. Some recent honours include: receiving a personal chair based on "innovation and impact," being named a Bangor University Teaching Fellow (2013), and being named a "National Teaching Fellow" – the UK's highest teaching honour (2014).

Professor Intriligator has over twenty years of experience in developing and delivering innovative educational programmes to students. He has worked with dozens of national and international companies, including Unilever, The National Trust, Aldi, Mars/Masterfoods, Tesco, Johnson & Johnson, laterooms.com, and Cadbury, as well as banks such as Santander, HBOS and Lloyds Banking Group.



BANGOR BUSINESS SCHOOL is consistently ranked as one of the top Universities in Europe and in the world Top 20 for its Banking research (Federal Reserve Bank of St Louis / RePEc, 2015). The School is also ranked in the top 25% of UK business schools for its Business and Management research (Times Higher Education, 2015).

In Malaysia, the Bangor Business School is best known for its Chartered Banker MBA programme; the only dual award of the prestigious MBA and professional Chartered Banker qualification.

PROGRAMME DETAILS

Date : 31 May – 1 June 2017
Time : 9:00 am – 5:00 pm
Venue : Asian Banking School

PROGRAMME FEE*

**MYR
12,000**

The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant.

**inclusive of 6% GST*

To register for this programme, please visit the Executive Education page on our website at www.asianbankingschool.com/our-programmes/executive-education

ABOUT THE SCHOOL

At the Asian Banking School, we understand how impactful knowledge can be in transforming individuals, organisations and societies. By leveraging on the power of experience of senior industry practitioners as well as world-renowned academics from leading business schools in the world to deliver our programmes, we provide a learning environment for participants to gain real world knowledge to enhance their professional lives and make changes that matter in their organisations.

Through its sector-leading customised and open enrolment Executive Education programmes that are designed to be relevant, intensive and challenging, the School equips banks and its leaders with the right knowledge to take them up and move them forward. It also provides the opportunity for executives to share their experiences in a structured and intellectually stimulating environment, to learn from each other and ask the hard-hitting questions in a safe environment separate from their workplace.

The School develops and delivers relevant, practical and innovative learning development programmes for bankers at all levels through its suite of Executive Education, Public, In-House and Graduate Training Programmes, as well as its Professional Qualifications-related training workshops. It also provides a broad spectrum of consultancy services that are tailor-made to meet organizational needs and strategic objectives, and can range from a long term comprehensive education pathway programme to a short up-skilling class.

For training enquiries, please contact:

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