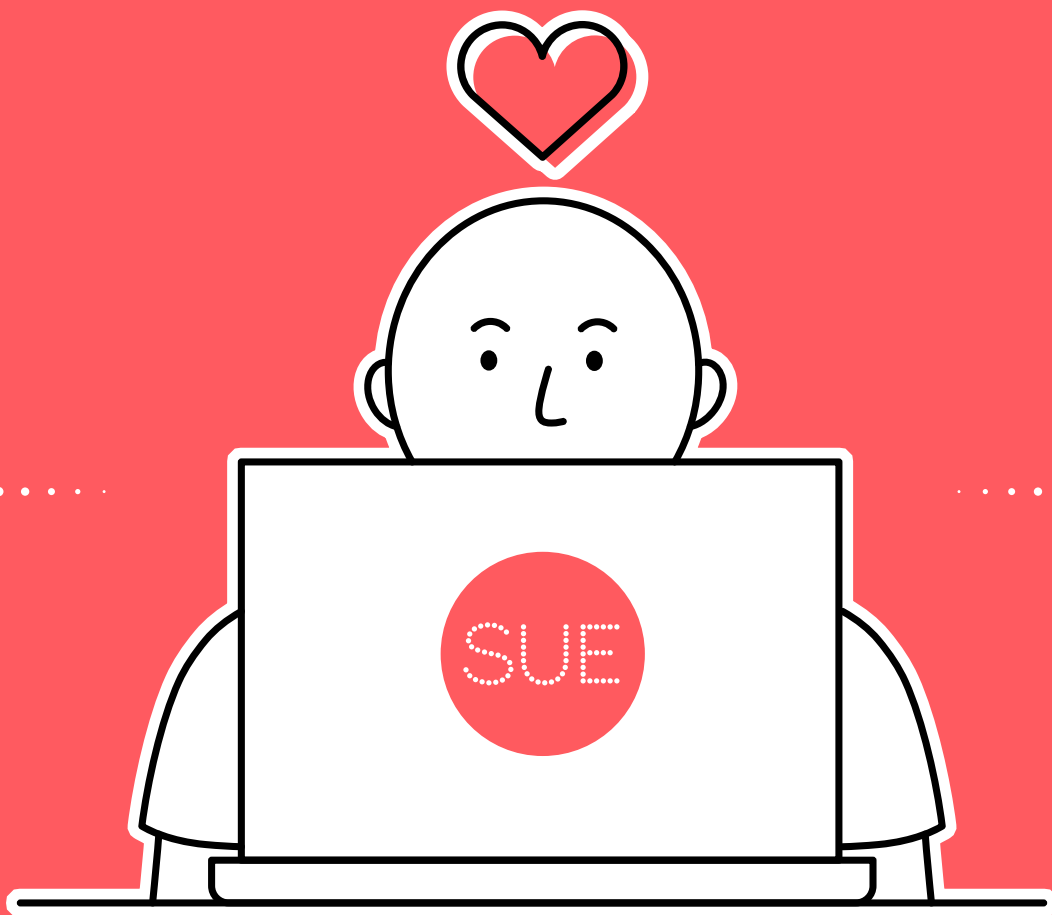


Designing the 9+ Customer Experience

Course Syllabus





A self-paced online course for
people designing experiences
customers genuinely love.

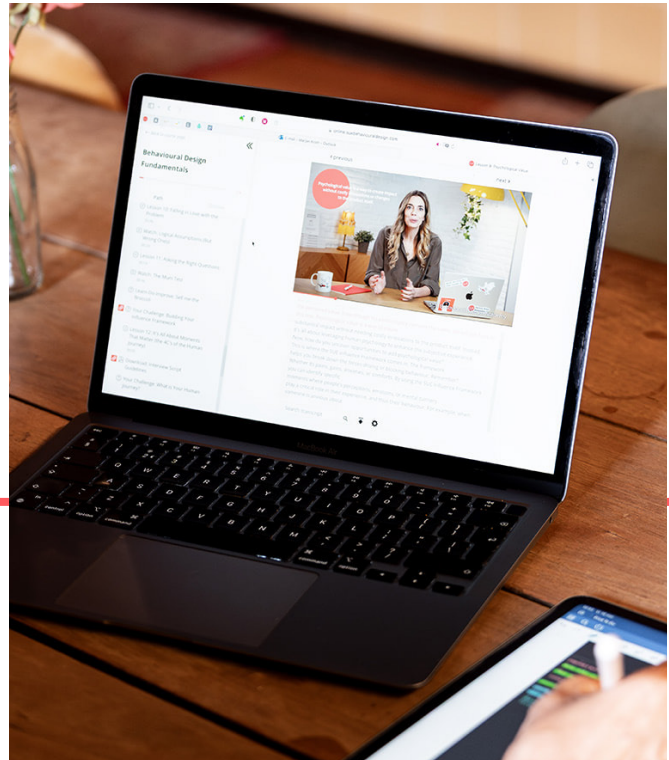
12 video lessons • 6 modules • Complete Toolkit
AI Prompt Guides • EQAC certified

www.suebehaviouraldesign.com

THE CHALLENGE

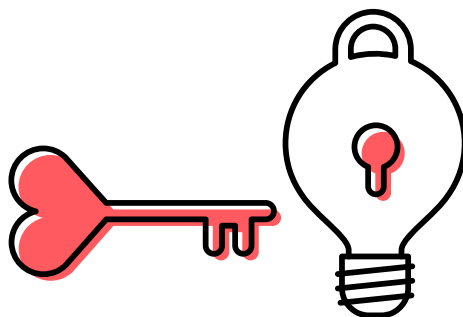
Why this course exists

You've run the surveys. You've mapped the journey. You've added features. And the score barely moved.



Customer satisfaction is an outcome, not a driver. Most CX improvements target what customers say matters, not the moments that actually shape how they feel. The decision-making brain doesn't work on a spreadsheet. It works on moments — and most of those moments your customer can't even name.

Everything in here comes from the behavioural science frameworks we use at SUE with clients across 45+ countries, applied specifically to customer experience.



WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You run CX and your NPS has been stuck in the same range for three years.

You're a service or product designer and you want to design for how customers decide, not what they say.

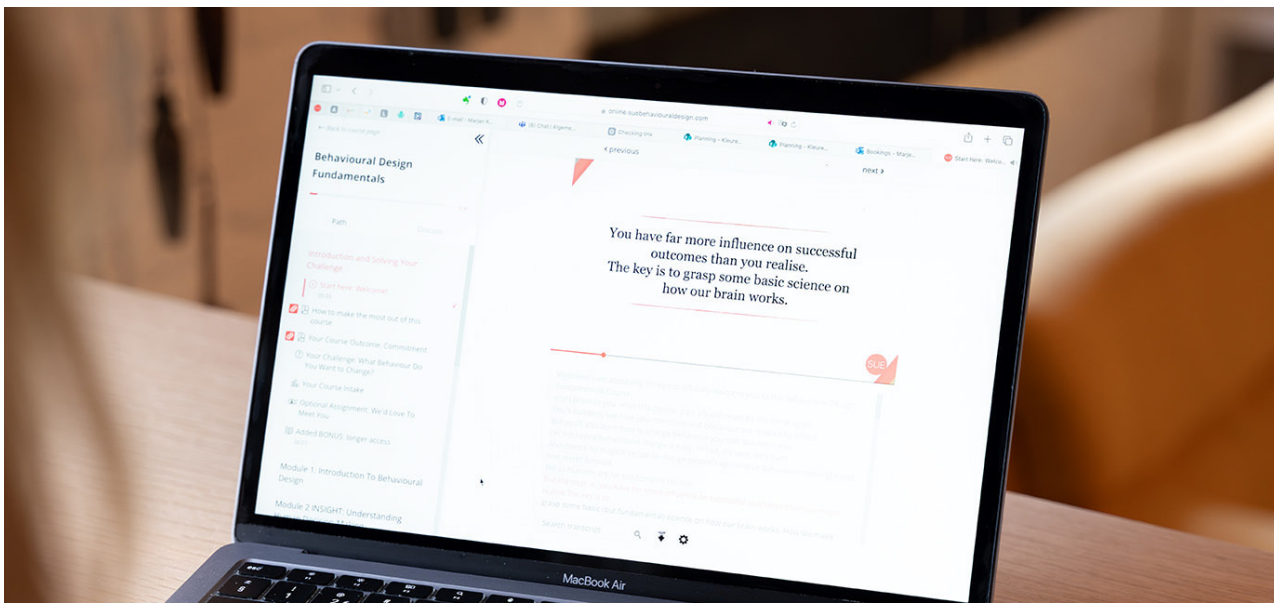
You lead customer success and churn feels invisible until it happens.

You're a marketing manager and you know the experience is undercutting the brand promise.

You're a UX designer ready to design for moments, not screens.



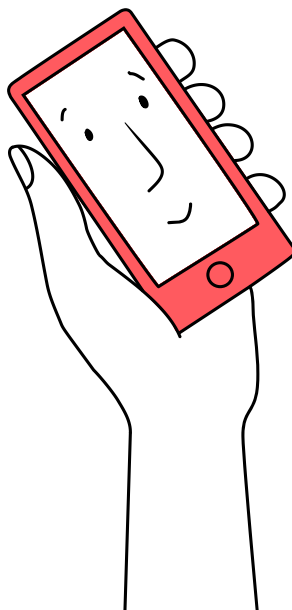
No prior knowledge needed.



WHAT YOU WILL GAIN

By the end of the course, you'll

- 1 See why your CX improvements aren't moving the score.
- 2 Find the moments in a customer journey that actually shape how people feel.
- 3 Design for the decision-making brain, not the survey-completing brain.
- 4 Remove the friction customers never tell you about because they don't know it's there.
- 5 Make experiences feel valuable without adding features.
- 6 Turn satisfied customers into people who actually tell others.



CURRICULUM

How the course is built

Six modules. Twelve video lessons. You start with the psychology, move through diagnosis and design, and finish with intervention, testing, and a full case study.

Module 1: 2 lessons


The psychology behind exceptional CX

Lesson 1:

The hidden psychology behind exceptional customer experience. Why customers decide emotionally, not rationally. System 1 vs System 2 applied to CX.

Lesson 2:

Why most customer experience efforts fail. The four traps: assumption trap, inside-out thinking, feature obsession, survey addiction.

 By the end of this module, you know why most CX work isn't working — and what to do instead.

Module 2: 2 lessons


Understanding what customers really want

Lesson 3:

Understanding what customers really want. Jobs-to-be-Done: the functional, emotional, and social jobs people hire products for.

Lesson 4:

Discovering the forces that drive choice and behaviour. The SUE Influence Framework applied to customer decisions.

 After these two lessons, you can diagnose any customer problem through the real drivers, not the surface complaints.

Module 3: 2 lessons


Finding and creating value

Lesson 5:

Identifying moments that matter. Six types of moments in the human journey that shape how customers feel.

Lesson 6:

Designing for psychological value creation. Six techniques to create value that goes beyond features.

 At this point, you can find the moments that drive NPS and design value that doesn't cost you engineering hours.

Module 4:
2 lessons

Designing the experience

Lesson 7:

The science of first impressions and peak experiences. Peak-End Rule, first impressions, the Service Recovery Paradox.

Lesson 8:

Eliminating customer anxieties and friction points. Six anxiety types and five friction types that silently kill conversion.



From here, you can design experiences that land on the peaks that matter and remove the friction that doesn't.

Module 5:
2 lessons

Intervention design

Lesson 9:

Getting people over four critical hurdles of behaviour. The 4C Tool: Catch, Convert, Confirm, Continue.

Lesson 10:

Creating interventions that shape minds and change behaviour. The SWAC Tool for systematic intervention design.



You now have the full SUE intervention toolkit, applied to CX.

Module 6:
2 lessons

Testing and integration

Lesson 11:

Quickly learning what works (or not). How to prototype and test behavioural interventions before full rollout.

Lesson 12:

Putting it all together. A complete case study integrating all frameworks.

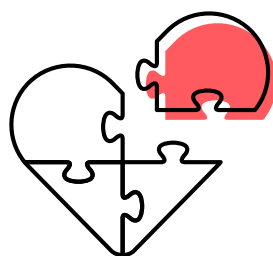


You finish the course with a worked case and a clear way to apply this to your own CX work.

WHAT'S INCLUDED

Everything you get when you enrol

12 video lessons	Across 6 modules, designed for busy professionals
Learn-Do-Improve exercises	Applied to your own real-world challenge
Downloadable tools	Cheat cards, templates, exclusive card deck
10+ AI Prompt Guides	So you apply every concept with AI the same week
EQAC-accredited certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your assignments
SUE Guru GPT	Lifetime access to your AI behavioural design mentor



YOUR INSTRUCTOR

Astrid Groenewegen

Co-founder, SUE Amsterdam
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

10,000+ trained • **#1 bestselling author** • **45+ countries**



PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	Spoken: English. Subtitles: EN, NL, SV, DE, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

WHY SUE

What makes this course different

Most CX courses teach journey mapping, NPS management, and service design tools. Useful. But none of them explain why a customer gives you a 9 after one five-second interaction and a 4 after a week of effort. That's the science this course is built on.

- Built on 15 years of client work in services, retail, digital, and B2B.
- The SUE | Influence Framework and the SUE | 4C Tool applied specifically to customer experience.
- Every module comes with AI Prompt Guides so you apply what you learn the same week.
- Personal feedback on your own CX challenge.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

Organisations we've trained include:



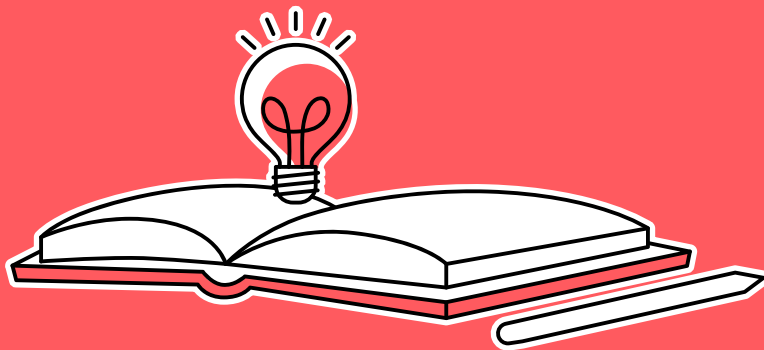


Ready?

More information and sign-up here:
www.suebehaviouraldesign.com

€690 • lifetime access • start today

Questions?
academy@sueamsterdam.com



SUE | Behavioural Design Academy

www.suebehaviouraldesign.com | 's-Gravenhekje 1a, 1011 KW Amsterdam

+31 (20) 2234626 | academy@sueamsterdam.com