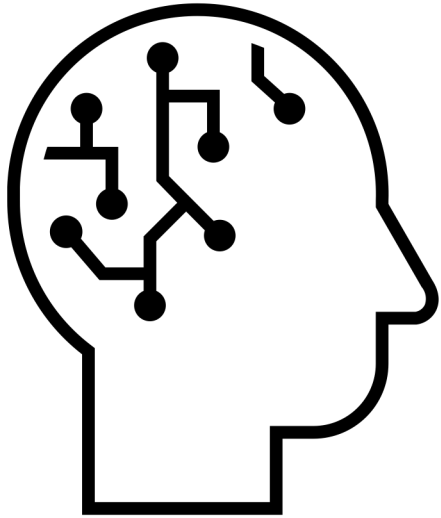


**Emotion AI**

# Decoding the Brain

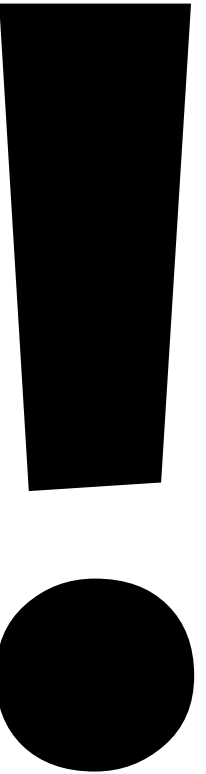
Behind Customer Decisions





**Let's talk about**

# **HUMAN MOTIVATORS OF EXPERIENCE**





**Human motivators of experience**

**PAIN**



**Human motivators of experience**

# PLEASURE

SYNCHRONIZING  
YOUR BRAND

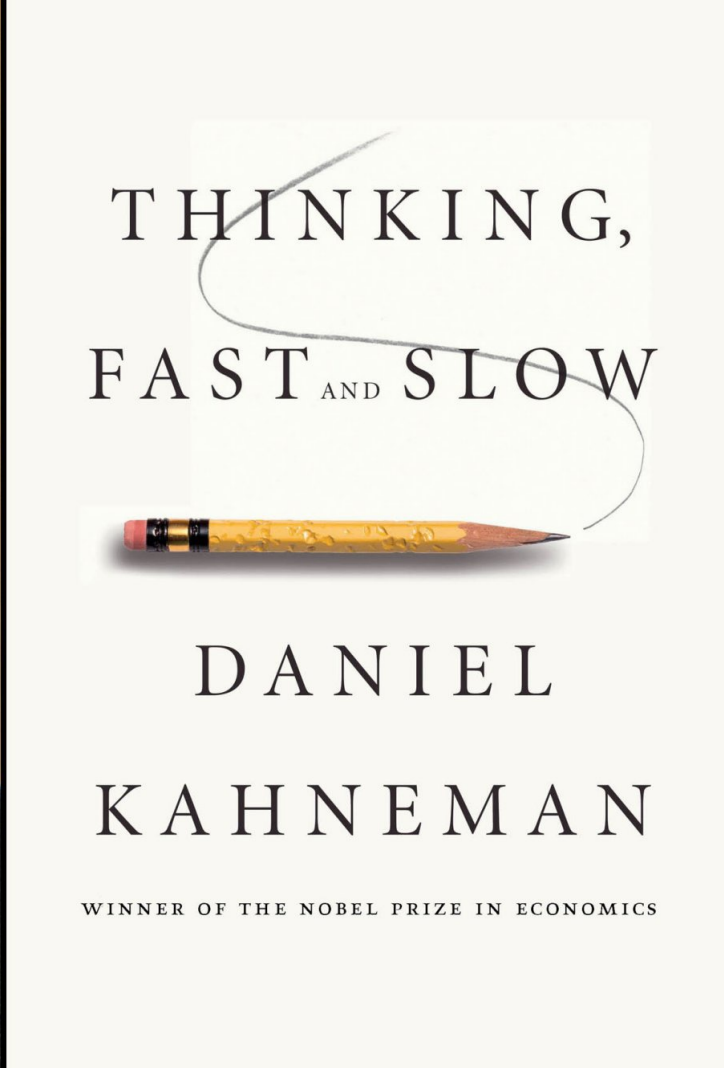
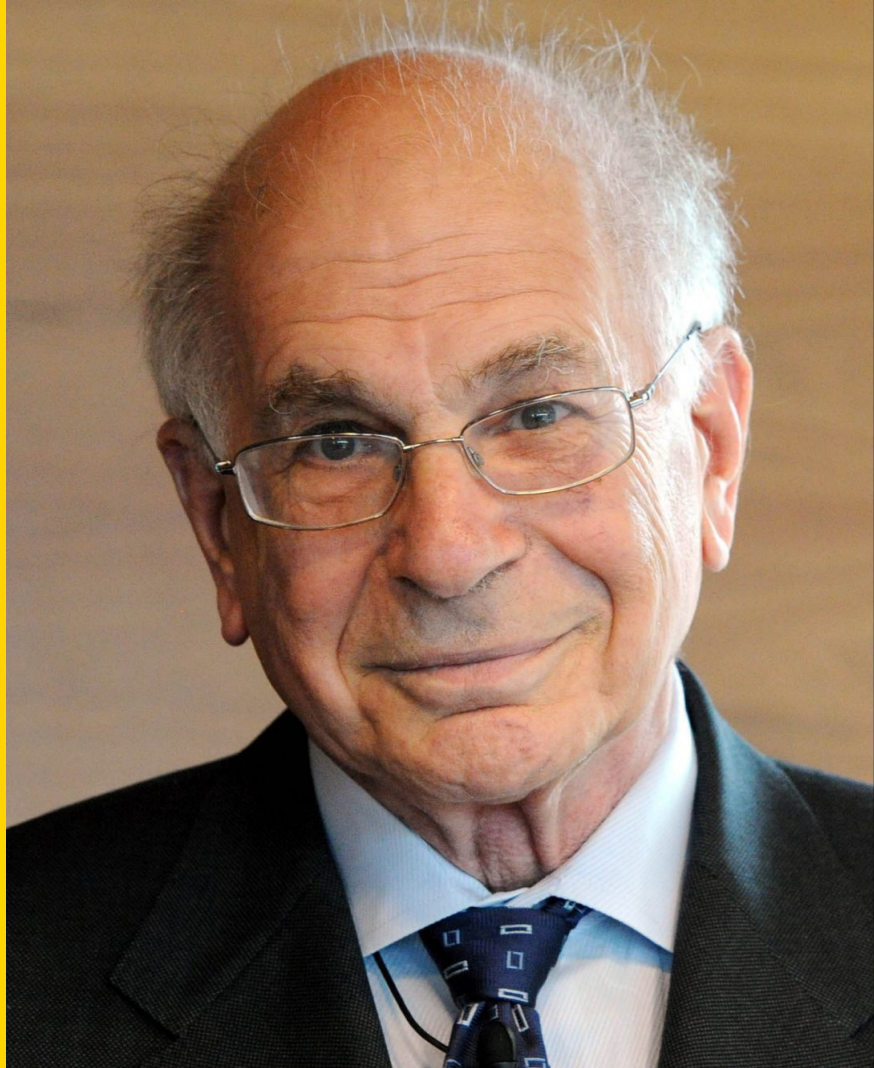


Have you experienced

**COGNITIVE EFFORT**



# Conscious / Subconscious Brain Processing



Conscious / Subconscious Brain Processing

# SYSTEM 1

Automatic

Fast

Effortless

Unconscious

Intuitive

Emotional

Stereotypical

Relies on heuristics



Conscious / Subconscious Brain Processing

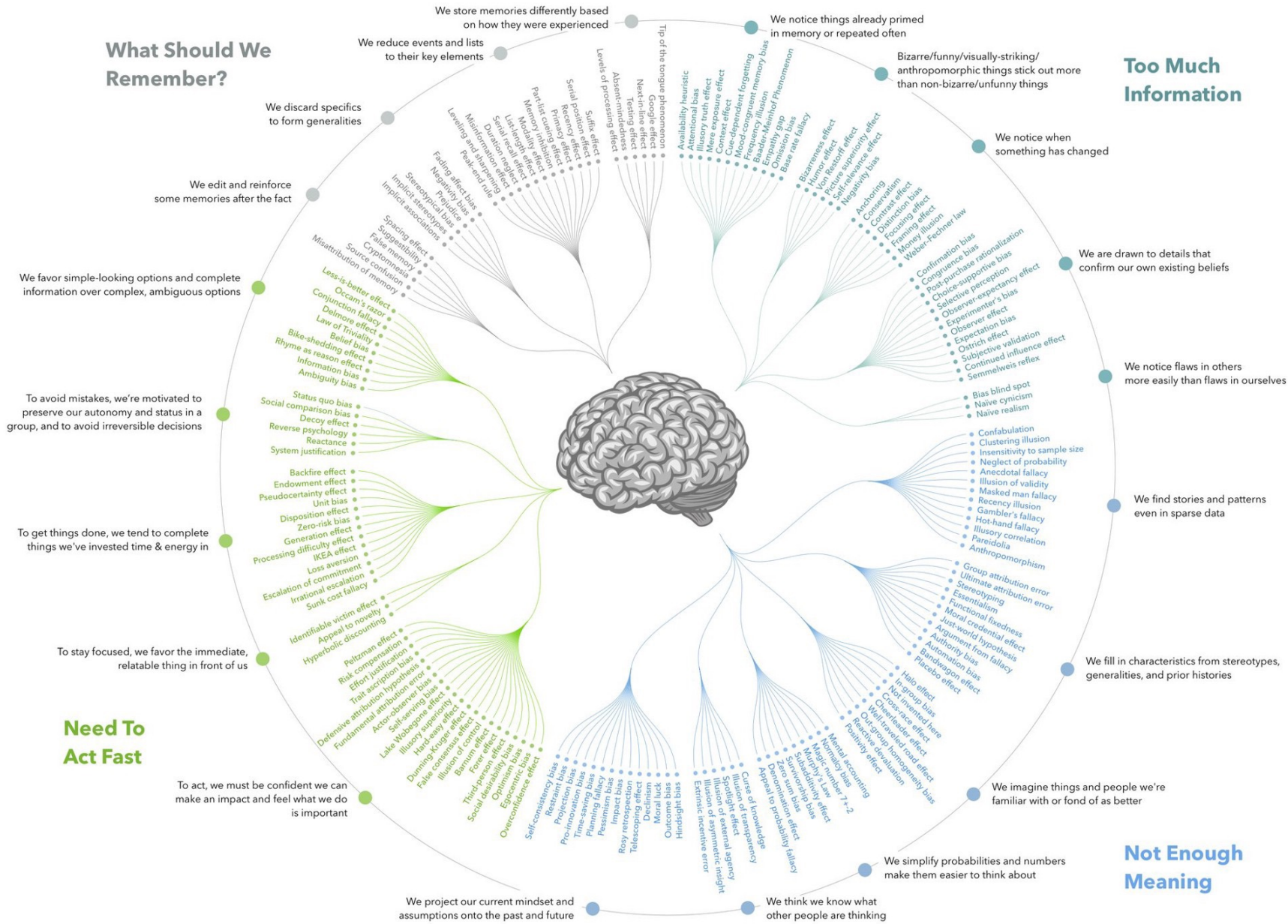
# SYSTEM 2

Controlled  
Slow  
Effortful, tiring  
Conscious  
Algorithmic  
Rational  
Systematic  
Analytical



# Emotional Perception of AI Interactions

# COGNITIVE BIAS CODEX, 2016

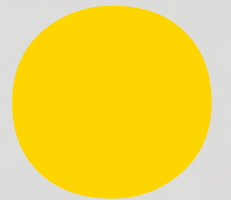
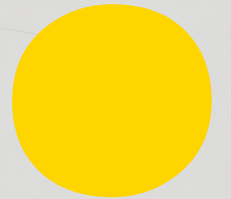
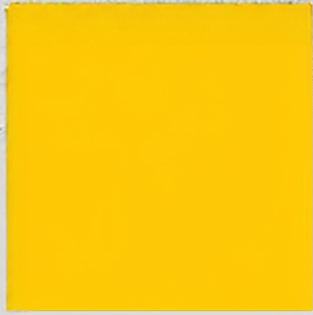


## Biases

# It will be difficult

**Cognitive effort**

**Doesn't  
understand  
what I say**



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CNN >  
Active now

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Ask CNN

06:29

Can I unsubscribe please

ಠ\_ಠ(ツ)\_/ಠ Try again? Use a few words to tell me what you want to know more about... For example, you could type "headlines," "Rio Olympics," or "politics."





**Loss of agency**

**Am I being  
manipulated?**



# Hertz deployed an AI vehicle scanner. Then came the CX meltdown.

Hertz's AI vehicle scanner was supposed to improve the vehicle damage inspection process. What went wrong?

Published Sept. 22, 2025

By Michael Brady

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Source: <https://www.customerexperiencedive.com/news/hertz-deployed-ai-vehicle-scanner-cx-meltdown/760635/>



**Negative emotional impact**

**Will it work?**

# National Eating Disorders Association takes its AI chatbot offline after complaints of ‘harmful’ advice

 By [Catherine Thorbecke](#), CNN  
🕒 3 min read · Updated 1:08 PM EDT, Thu June 1, 2023



Source : <https://edition.cnn.com/2023/06/01/tech/eating-disorder-chatbot>

**The next frontier isn't digital transformation, but digital confidence.**

**In 2026 the winners won't be the companies with the most advanced AI. But those that people trust the most.**

**Violeta Luca, CEO Vodafone Czech Republic**



# Improving CX in the AI era

# Improving CX in the AI Era

## Feeling in Control



### DOs



- Ask it anything ING-related
- Use short and concise sentences
- It doesn't eat, doesn't sleep and doesn't mind the late hour

### DON'Ts



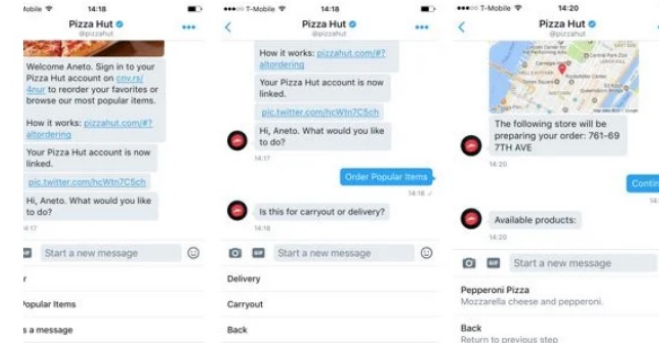
- Don't ask it about non-ING related issues, it doesn't know

# Improving CX in the AI Era



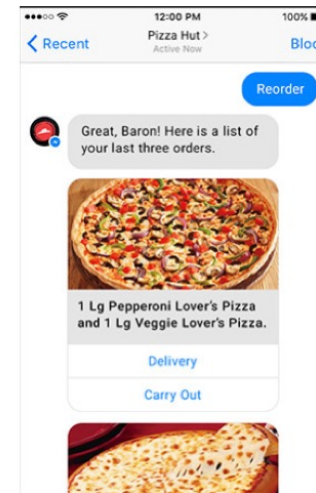
Twitter Bot

## Cognitive Load



Try it out

## Facebook Messenger Bot



- Re-order pre
- Links custom
- Supports deli
- Automaticall
- Developed by

Source: <https://www.chatbotguide.org/pizzahut-bot>

Try it out

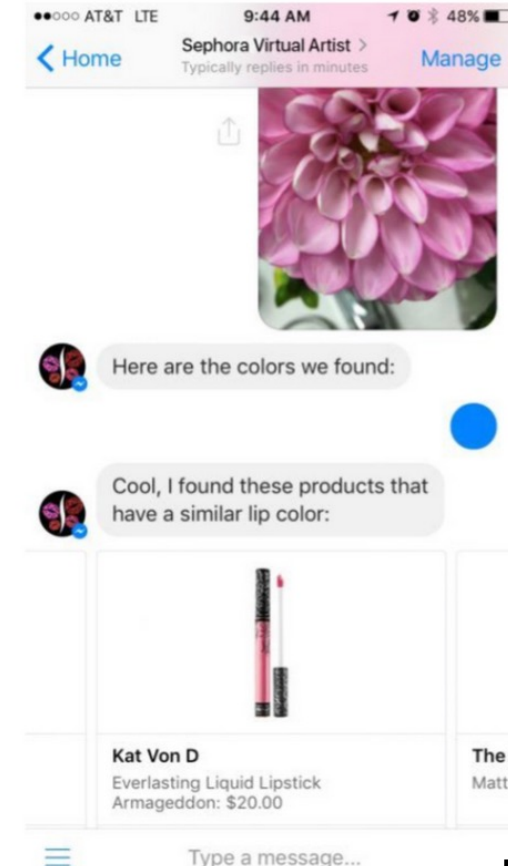
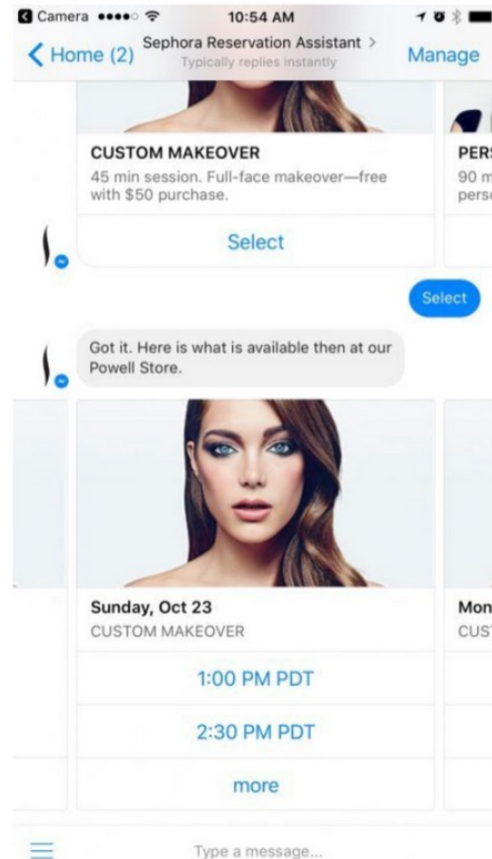
# Improving CX in the AI Era

## Emotional Alignment



SEPHORA

Facebook Messenger Bot



# Neuro-CX Stress Test

## **The Agency Test:**

Does the user feel in control?

# Neuro-CX Stress Test

## **The Agency Test:**

Does the user feel in control?

## **The Cognitive Load Test:**

Is it "Low Tax"?

# Neuro-CX Stress Test

## **The Agency Test:**

Does the user feel in control?

## **The Cognitive Load Test :**

Is it "Low Tax"?

## **The Emotional Alignment Test:**

Is the tone appropriate?

# From Friction to Flow

## **The Failure State (Neuro-Friction)**

**High Uncertainty:** I hope this bot can help me.



## **The Optimal State (Neuro-Flow)**

**Radical Transparency:** I know exactly what this bot can do.

# From Friction to Flow

## The Failure State (Neuro-Friction)

**High Uncertainty:** I hope this bot can help me.

**Loss of Agency:** I'm trapped in a loop.



## The Optimal State (Neuro-Flow)

**Radical Transparency:** I know exactly what this bot can do.

**Co-Agency:** I can exit to a human at any time.

# From Friction to Flow

## The Failure State (Neuro-Friction)

**High Cognitive Load:** How do I explain this to a machine?



## The Optimal State (Neuro-Flow)

**Processing Fluency:** The bot already anticipates my next step.

# From Friction to Flow

## The Failure State (Neuro-Friction)

**High Cognitive Load:** How do I explain this to a machine?

**Emotional Mismatch:** The bot is joking while I'm angry.



## The Optimal State (Neuro-Flow)

**Processing Fluency:** The bot already anticipates my next step.

**Affective Resonance:** The bot mirrors my urgency and tone.



**Thank you!**