

THE FUTURE OF CONSUMER BANKING: NEUROMARKETING & DIGITAL TRANSFORMATION

A 1-day executive program designed to help banking professionals understand how consumer psychology, neuroscience, and digital experience design shape modern financial decision-making.

DATE

October 30th, 2026

VENUE

AshreiTech Academy, NASTP
Main Sharah e Faisal, Karachi



Let's Meet With Our Trainer

MALIHA FAROOQ

She brings over 18 years of senior-level marketing experience, with a strong focus on Digital Marketing, Corporate Communications, and Strategic Brand Leadership. She is Pakistan's first NMSBA-certified neuromarketer, recognized for using neuroscience based insights to decode consumer behaviour and improve marketing effectiveness.

A graduate of Warwick Business School and Cornell University, Maliha blends global best practices with deep regional understanding. She has held leadership roles at leading organizations including HBL, ABN AMRO, Reuters (BMC Group), Dolmen Group, American Business Council, and MCB Bank.

EXPERTISE & ACHIEVEMENTS:

- Neuromarketing & Consumer Behavior Analysis
- Digital Marketing Strategy & Performance Marketing
- Strategic Brand Leadership & Corporate Communications
- Data-Driven, ROI-Focused Marketing Frameworks
- Human Experience (HX) & Customer-Centric Design
- Thought Leadership, Board Advisory & Executive Communication



PROGRAM OVERVIEW

The program combines neuromarketing principles with practical digital transformation strategies to improve trust, adoption, engagement, and product performance in banking. This program is ideal for banking professionals and product managers seeking to apply neuromarketing and digital transformation principles to financial products.

PROGRAM MODULES

- Consumer Behaviour in Banking
- Understanding trust, loyalty, and decision-making in finance, including key cognitive biases that influence customer choices.
- Neuromarketing in Banking Products
- Exploring how customers perceive credit cards, loans, and digital wallets through real-world examples from digital-first banks such as Nubank and Monzo.
- Digital Onboarding & UX Psychology
- Learning how to reduce drop-offs in app sign-ups using brain-friendly design, followed by a group exercise to redesign a bank's onboarding flow.
- Behavioural Triggers for Cross-Selling
- Applying framing, anchoring, and loss aversion to financial upselling through a case study simulation comparing premium and standard banking accounts.

LEARNING OUTCOMES

By the end of this program, participants will be able to:

- Understand consumer behaviour, trust, and loyalty in financial services.
- Identify cognitive biases influencing banking and financial decisions.
- Apply neuromarketing principles to banking products and digital platforms.
- Improve digital onboarding and reduce drop-offs using UX psychology.
- Use behavioural triggers to support ethical cross-selling and upselling.
- Implement practical neuromarketing tactics for financial products.

KEY TAKEAWAY

Participants leave with ready-to-implement neuromarketing techniques and digital experience insights to enhance customer engagement, product adoption, and value creation in consumer banking.

REGISTRATION DETAILS

Program Fee: **PKR 55,000+ 15% SST** per participant.

Payment can be made via a Payorder in the name of AshreiTech or IBFT to:

Title of Account: ASHREI TECH PRIVATE LIMITED

IBAN: PK61MEZN0099740107642699

Bank Name: Meezan Bank Limited

Nominate a group of 4 and get a 15% discount.

The program fee covers the program manual, certificate of participation, Lunch, Entry Pass, and networking opportunities.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information, Contact

0307-0870874

Or Email to:

msalman@ashreitech.com