



EMPOWER YOUR KNOWLEDGE

17.05.2017

## BRAND EXPERIENCE ASSESSMENT

INTRODUCING A NEW INDEX  
TO TRACK THE BUSINESS IMPACT OF  
CUSTOMER CENTRICITY

AULA MAGNA  
ORE 10.00 - 13.00  
VIA GOBBI, 5

SDA Bocconi and AKQA Italy will present the results of a research project run to develop a new index to assess brand experience. Despite the well-known relevance of customer experience as a source of competitive advantage, a reliable measure of its overall effectiveness is still missing. The Brand Experience Assessment - BEA - is the new index of customer experience measurement developed by a team of researchers of SDA Bocconi with the support of AKQA Italy, able to balance a managerial and scientific approach while taking into account both the customer and the company perspective.

IN COLLABORATION WITH



10.00 OPENING EVENT

10.30 WELCOME

Giuseppe Soda, Dean SDA Bocconi  
Umberto Basso, Managing Director Italy,  
AKQA

10.50 INTRODUCTION

Andrea Beltratti, Associate Dean for CFI  
Division  
Luca Gatti, Head of Business Strategy EMEA,  
AKQA

11.10 INTRODUCING BEA  
BRAND EXPERIENCE ASSESSMENT

Chiara Mauri, SDA Professor  
Giuseppe Folonari, Head of Business Strategy  
Italy, AKQA

11.50 CUSTOMER EXPERIENCE BEST PRACTICES

Valentina Badini, UX Director Italy, AKQA  
Nicoletta Basile, Country Customer Relations  
Manager, IKEA Italia Retail  
Alessandro Chiarelli, Global Head of Ray Ban  
Brand, Luxottica Group  
Camillo Mazzola, Marketing, Trade Marketing  
& P.R. Director, Lego Italia

MODERATOR: Paolo Guenzi, SDA Professor

12.30 WRAP UP &amp; LUNCH

Participation is free upon [online registration](#).