



WORKING WITH AMAZON





Common language across different cultures

THE CHALLENGE

The leadership team at Amazon wanted to embed and sustain the behavioural science interventions developed by Diversifi & Cowry across the EMEA region.

They wanted the ideas that were developed centrally to be articulated in local language and with the correct cultural slant with a combined client and Diversifi & Cowry team.

THE IDEA

Cowry created a week long programme of learning using content from our award winning academy to upskill the Amazon EMEA team.

We trained 10 Amazon employees in the Core E-Learning and as Behavioural Science experts from different markets across the region.

- Core E-Learning - Designed for Psychology novices, our award-winning and CPD accredited e-learning course will provide your team with a window into the exciting world of behavioural science.
- MasterClass Training - Become a Behavioural Science expert on our bespoke, 6-week, virtual and classroom-based programme and use behavioural science to take your business to the next level.

- Practitioner Course - This programme teaches businesses how to accelerate growth through the application of behavioural science. Receive tailored support to facilitate your own behavioural science experiments.

We received excellent feedback from the client and have continued to work with Amazon on similar training programmes over the last 4 years.

THE DIVERSIFI DIFFERENCE

IMPROVED

QUALITY OF BRIEFS
THROUGH SHARED
LANGUAGE

NUDGES

WERE DESIGNED WITH CROSS
CULTURAL UNDERSTANDING
18 WINNING NUDGES FROM
51 TESTS

SIGNIFICANTLY

IMPROVED PERFORMANCE
OF NUDGES IN LOCAL
MARKETS

