



DeAnna Avis

Building human-centred brands and burnout-free workplaces that drive engagement, innovation, and loyalty.

Talk: Designing for Difference: Inclusive Customer Experience That Works for Every Brain

How to Support Neurodivergent Customers - Even if You Don't Know Who They Are!

45 minute keynote

Most customer experiences are built for “typical” users - but real humans are anything but typical. 1 in 5 people are neurodivergent, and many more navigate sensory overload, cognitive fatigue, or communication differences that rarely get acknowledged in customer journeys. From overwhelming websites to rigid service scripts, brands are unintentionally excluding the very people they want to serve. And because these needs are often invisible or undiagnosed, the impact often flies under the radar - until loyalty drops, complaints rise, or trust is broken. In this keynote, DeAnna Avis - AuDHD speaker, neuroinclusion consultant, and award-winning strategist in customer and employee experience - shows how inclusive design isn't just an ethical imperative, but a strategic advantage. She shares real-world examples, lived insight, and simple, strategic ways to make your customer experience more human, accessible, and loyalty-building. **Because when you design for the edges, you improve the journey for everyone.**

Who needs this keynote?

- Customer experience, service design, or marketing teams looking to build more inclusive journeys
- Brand leaders committed to accessibility, trust, and long-term loyalty
- Digital, UX, and comms teams wanting to reduce friction and improve usability
- Organisations that serve the public and want to meet diverse needs - disclosed or not



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What will the audience learn?

- What neurodivergent customers experience - and why most customer journeys aren't working
- The impact of invisible barriers: sensory overload, cognitive load, language gaps, and access issues
- Practical ways to make digital, face-to-face, and comms channels more inclusive
- How neuroinclusive design boosts customer satisfaction, loyalty, and brand reputation
- Real-world examples of inclusive CX done right

How can it be delivered?

- 45-minute keynote (in-person or virtual)
- Also available as a team workshop or interactive design session

Next steps - also available:

- The Inclusive Brand Journey workshop
- Neuroinclusive CX audit and accessibility review
- Content and communications consultation