



ExcelNu OÜ

Service & Partnership Packages · 2026

Excel your customer journey.

Where neuroscience meets strategy — and strategy becomes measurable revenue.

Who We Are

Strategy & methodology

Our Services

3 areas · 10 offerings

Pricing

3 partnership tiers

Work With Us

Direct access to Maja

This document is prepared exclusively for the recipient and is strictly confidential.

“

Maja is a true people pleaser — nothing is ever a problem, she will always do her very best to find a solution. She is eager to learn and surpass expectation, being adaptable in all scenarios. Her positive and genuine energy is infectious. I would recommend Maja for any people-, sales- or service-focused role as you can fully rely upon her.

Rebecca Sylvia Jane Wilson

Senior Luxury Retail Manager

Strategy and communication built on how buying decisions actually happen in the subconscious mind.

ExcelNu OÜ is an award-winning boutique consultancy specialising in Customer Journey Optimisation and Profit Management for digital SMEs. Founded and led by Maja Sähölm Westling — with 14+ years across sales, marketing, and customer strategy — we bridge behavioural brain science with practical business execution.

We don't just advise. We act as an extension of your team — designing, building, and optimising the systems, messaging, and experiences that turn prospects into loyal, high-value customers.

Our methodology is grounded in The Consuming Brain Method™ — a behavioural strategy framework created by Maja Sähölm Westling and ExcelNu OÜ, built around the five conditions every brain evaluates before choosing a brand.

Maja Sähölm Westling

Founder & Managing Director, ExcelNu OÜ



The Consuming Brain Hierarchy™

– **Belonging**

Socially Shared Meaning

– **Identity**

Self-Concept Integration

– **Memory**

Mental Availability

– **Emotion**

Affective Significance

– **Safety**

Trust & Understanding

Every service is designed to activate these conditions at exactly the right moment in your customer's journey.

Proudly AI-Augmented

ExcelNu has fully integrated leading AI tools — Claude, Perplexity, and ChatGPT — into our research, strategy, and production workflows. This means faster insights, sharper outputs, and intelligence that scales with your ambitions, while every deliverable remains guided by senior human expertise.

OUR SERVICES

Everything your customer journey needs
— in one partnership.

All services delivered personally by Maja — no outsourcing, no account managers, no junior staff.
Ten specialist offerings, across three focused areas.

AUDIENCE INTELLIGENCE & STRATEGY

Target Persona Cards with GWI Intelligence Layer	<i>Research-grade persona cards enriched with Global Web Index audience data — psychographics, purchase motivations, media habits, and values — so every marketing decision is grounded in who your customer truly is at the neurological level, eliminating guesswork and sharpening conversion rates.</i>
Marketing Strategy & Sales Initiatives	<i>Full smarketing (sales & marketing) strategies grounded in consumer psychology and decision science — built to activate attention, desire, and action without ever feeling pushy.</i>
Data Analysis & Keyword Strategy	<i>Behavioural pattern identification and decision-driver analysis behind your data — resonating with both the logical and emotional minds of your customers.</i>
Data Collection & Campaign Research	<i>Structured collection of market data and audience insights to fuel campaigns — better data at the start means better targeting and stronger returns at every stage of your funnel.</i>



OUR SERVICES — CONTINUED

CUSTOMER JOURNEY & CONVERSION

Customer Journey Optimisation	<i>Map, audit, and redesign every touchpoint using neuromarketing and behavioural psychology — engineering the right emotional triggers at the right moments to increase trust, reduce drop-off, and accelerate the path from first impression to purchase.</i>
Conversion Copywriting	<i>Text that sells — but feels like help. Neuroscience-backed storytelling that activates readers, reduces resistance, and increases conversions across every channel.</i>
Social Media Community Management	<i>Turning every comment, question, and DM into a moment of genuine connection that builds trust and keeps your audience coming back.</i>
Customer Communication Psychology	<i>Customer-service saved replies and Zendesk macros re-engineered through The Consuming Brain Method™ — calming the brain's threat response, rebuilding trust, and turning friction into loyalty so every customer feels genuinely heard.</i>

VISUAL & PERCEPTION INTELLIGENCE — EYE TRACKING

Eye Tracking Studies — Websites	<i>Reveals exactly where attention lands, where it drops, and what visitors never see — eliminating conversion blind spots by understanding how the brain actually scans your digital space.</i>
Eye Tracking Studies — Advertisements & Campaigns	<i>Visual hierarchy testing and CTA visibility analysis applied before media spend is committed — transforming campaign ROI by knowing what your audience truly sees.</i>
Eye Tracking Studies — Visual Communication Materials	<i>Performance analysis of packaging, brand decks, social content, and point-of-sale materials against real human attention patterns — optimising for perception, not aesthetics alone.</i>

Three tiers of partnership.

All prices in EUR · Same rate weekdays, weekends & public holidays · Invoice issued 1st, due within 30 days · VAT applicability depends on your country of registration

3 - MONTH FOCUS SPRINT

Sharp execution in a defined window

€90

per hour

€5,400 total

Hours included	60 hours
Min. hours/month	10 hours / month
Commitment	Full 3 months
Notice period	No opt-out — full period
Add-on hours	€90 / hour

Ideal for: Launch preparations, campaign sprints, persona & eye tracking projects, or a focused strategy audit.

6 - MONTH GROWTH PARTNERSHIP

Stable, structured momentum

€80

per hour

€12,000 total

Hours included	150 hours
Min. hours/month	10 hours / month
Commitment	Minimum 4 months
Notice period	1 month
Add-on hours	€80 / hour

Ideal for: Ongoing marketing strategy, customer journey redesign, community management, copywriting, and multi-service integration.

12 - MONTH STRATEGIC PARTNERSHIP

*Full integration — Best value
Most recommended*

€70

per hour

€42,000 total

Hours included	600 hours
Min. hours/month	10 hours / month
Commitment	Minimum 9 months
Notice period	2 months
Add-on hours	€70 / hour

Ideal for: Full outsourcing of customer journey, communications, marketing, visual intelligence, and process design — after your needs.

How Billing & Scheduling Works

Monthly scheduling: One week before each new month, you confirm how your hours are distributed. This forms the basis of your invoice, issued on the 1st and due within 30 days.

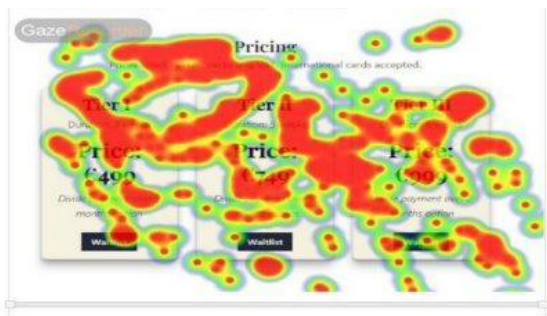
Additional hours: Any hours beyond your confirmed monthly allocation are tracked and billed as a separate line item on the following month's invoice at your package rate.

Transparency: ExcelNu OÜ is registered in Estonia; Maja handles all tax and administration — no hidden employment costs or PTO for you.

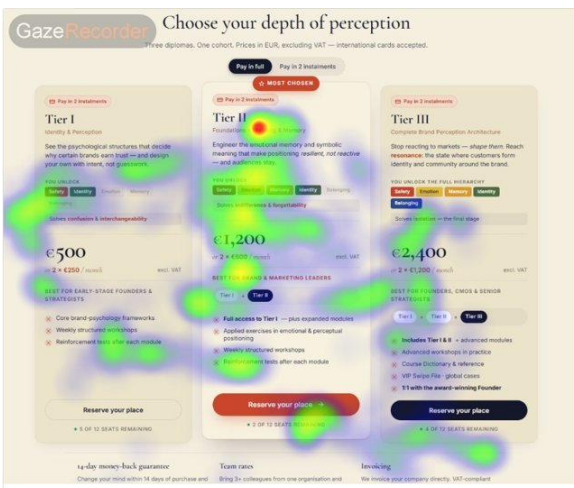
Proof that perception shapes purchasing.

The following study compares two versions of a pricing page. Version A is the original. Version B is the optimised redesign following ExcelNu's eye tracking analysis and recommendations — demonstrating how understanding the brain's visual hierarchy directly impacts where attention lands, what gets noticed, and what gets chosen.

Version A — Original



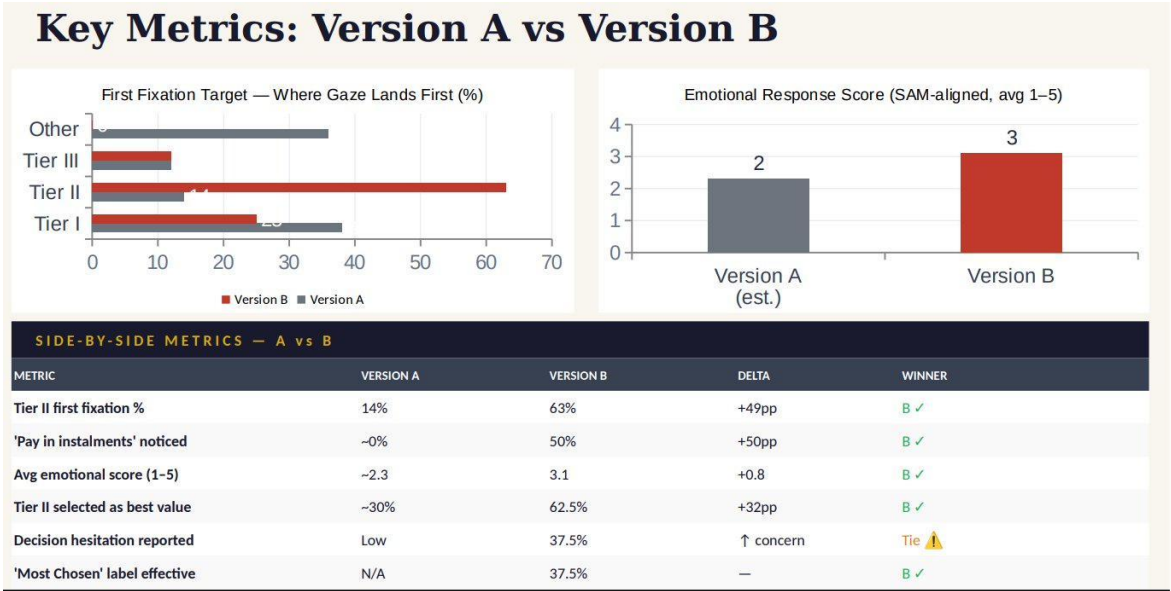
Version B — Optimised



Dispersed attention — no clear focal hierarchy. Tier II first fixation: 14%.

Engineered focal point on recommended tier. Tier II first fixation: 63%.

KEY METRICS — VERSION A VS VERSION B



+49pp
Tier II first fixation increase
from 14% to 63%

+50pp
'Pay in instalments' noticed
from ~0% to 50%

+0.8
Emotional response score improvement
avg 2.3 → 3.1 on SAM scale

Strategic support with human warmth — and measurable results.

Tailored to Your Business Reality

Every engagement is shaped around your company's stage, seasonal rhythms, and growth goals — not a one-size-fits-all template.

Nordic & Global Multilingual Expertise

Fully fluent in Swedish and English. Norwegian, Danish, Italian, and French delivered to professional standard — culturally intelligent across all six languages.

Senior-Level Depth, Every Deliverable

14+ years at Louis Vuitton, Luxottica, Harrods, and beyond — every deliverable built on hard-won commercial instinct, not theory.

Direct Access — No Middlemen

All dialogue, planning, and delivery happens directly with Maja. Faster decisions, greater trust, zero communication loss.

Agile & Frictionless to Work With

Schedules, workflows, and priorities shaped around you — structured enough to be reliable, flexible enough to adapt without friction.

Full Transparency, Zero Hidden Costs

Maja manages her own taxes and administration. Premium-quality support without employment overheads, agency markups, or surprise costs.

R E S U L T S T H A T S P E A K F O R T H E M S E L V E S

"Maja's exceptional analytical mind and strategic foresight were invaluable assets to our team. Her meticulous attention to detail, combined with her strong work ethic, consistently delivered outstanding results. Her ability to thrive under pressure made her an indispensable team member. I wholeheartedly recommend Maja for any role demanding a high-calibre professional with a proven ability to excel."

Lee Tuck · Sales & Business Development Leader · VF Group

"Maja possesses a remarkable dedication to her profession and a remarkable commitment to serving others. She consistently displayed thoroughness and attentiveness, and skillfully identified and shared improvement opportunities that positively impacted our projects. I wholeheartedly recommend her."

Julia Cervin Göransson · IT Project Manager & Customer Support Team Leader · Former direct manager

"Maja is a reliable person, very communicative and with an outstanding team work spirit. A great asset to the company."

Luca Bardoscia · Senior Supervisor & CRM Specialist · Bvlgari · Previously collaborated with Maja at Louis Vuitton

Previously at: Louis Vuitton · Harrods · Luxottica · VF Group · Besedo · Elite Associates · FinanceEvents · Casale & Co

What happens when The Consuming Brain Method™ meets real business challenges.

Real outcomes. Shared by the people who lived them.

MARKETING & CUSTOMER SERVICE · ALBERT GROUP

“Maja has become an important extension of our business, contributing strategically across both the marketing and customer service departments. Her involvement has helped strengthen public sentiment, improve customer communication, and support commercial performance during key growth periods. Her professionalism, consistency, and strong understanding of customer needs have made a meaningful impact on our business operations and collaboration across teams. In addition, Maja is highly energetic, engaged, and collaborative, bringing a positive attitude and strong team spirit into everyday work.”

Satu Castrén Kittel · Vice President, Albert Group · the-albertgroup.com/about

START-UP GROWTH · SUPERNANO

50% of yearly goal reached in under 3 months.

“Maja contributed decisively to get our start-up process from the delicate pre-sale period to reaching 50% of our yearly goal in under 3 months.”

Leopoldo Rodríguez · Founder & CEO, SuperNano · supernano.boats

Currently accepting one new client partnership every six months.

Your first 30 days with ExcelNu.

01

Discovery & Goal Alignment

We begin with a structured discovery meeting. I learn your business from the inside — your pain points, growth goals, and the areas where you feel the most friction. Together we map which services are most relevant to your situation and which ones take priority. Your first month's hours are distributed here.

02

Data Access & Business Baseline

You share the materials relevant to the agreed work: website links, target audience descriptions, performance data, and any existing assets. We set up weekly or biweekly working meetings to maintain momentum throughout.

03

Work Begins

Once priority work is agreed and scheduled hours confirmed, execution starts. You'll always know exactly what is being worked on and when — no ambiguity, no surprises. Every deliverable built to specifications agreed in Step 1.

Monthly feedback session — included in every package.

A 30-minute feedback meeting is available every month at no additional charge — your space to review progress, realign priorities, and ensure the work is consistently delivering in the direction that matters most.

Ready to align your customer journey with how the brain actually buys?

Let's talk about which package fits where you are right now.

Currently accepting one new client partnership every six months.

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WEBSITES

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Maja Sähölm Westling · Founder & Managing Director, ExcelNu OÜ

Registered in Estonia · Operating from Malta · Serving clients globally