UNDERSTANDING CUSTOMER DECISION MAKING TOWARD CUSTOMER SATISFACTION TRAINING

Course Title: Understanding Customer Decision Making Toward Customer Satisfaction Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical insights into how customers think, decide and evaluate their service experience. It focuses on understanding decision-making factors, customer expectations, emotional triggers and behavioural patterns that influence satisfaction and loyalty. Through discussions, case studies and real customer scenarios, participants will learn how to align communication, service delivery and problem resolution to create a positive and satisfying customer experience.

OBJECTIVE(S):

- Understand how customers think and make decisions.

- Identify key factors influencing satisfaction and loyalty.

- Recognise customer expectations and emotional triggers.

- Strengthen communication to support customer decision-making.

- Apply behavioural insights to improve service quality.

- Manage customer perceptions during interactions.

- Handle complaints effectively to restore satisfaction.

- Enhance overall customer experience and retention.

TARGET GROUP(S):

- Customer service staff
- Frontline and reception personnel
- Sales and marketing staff
- Call centre agents
- Administrative and support teams
- Anyone dealing directly with customers

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Introduction to Customer Decision-Making Processes
2. Understanding Customer Expectations and Perceptions
3. Emotional and Psychological Factors in Decision Making
4. Communication Strategies to Influence Customer Choices
5. Service Quality, Trust and Satisfaction Drivers
6. Managing Complaints and Negative Experiences
7. Customer Satisfaction, Loyalty and Value Creation
8. Applying Customer Insights to Improve Service Experience

LIST OF REFERENCE BOOK(S):

- Customer behaviour and decision-making references
- Service quality and customer satisfaction guides
- Communication and behavioural psychology materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Customer behaviour worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play
- Customer scenario analysis

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Customer Decision-Making Processes
10:15 am – 10:30 am	**Morning Tea Break**
10:30 am – 12:30 pm	Topic 2: Customer Expectations and Perceptions
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 3:30 pm	Topic 3: Emotional and Psychological Factors
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Topic 4: Communication Strategies for Influencing Decisions

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Service Quality and Satisfaction Drivers
10:15 am – 10:30 am	**Morning Tea Break**
10:30 am – 12:30 pm	Topic 6: Managing Complaints and Negative Experiences
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 3:30 pm	Topic 7: Satisfaction, Loyalty and Customer Value
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Topic 8: Applying Customer Insights to Real Scenarios