Garnet
Garnet Global Training Center

GGT-PS-121

Workplace Psychology & Behavioural Science

# Customer Psychology

علم نفس العملاء

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Intermediate (practitioner)** |

## Overview

Customer Psychology turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Apply behavioural science to motivation, decisions, safety and wellbeing at work. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

## What you will be able to do

- Apply the methods and standards of Customer Psychology to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

## Who should attend

HR and L&D professionals, managers, safety leaders and organisational development teams. Practitioners with one to five years of experience benefit most.

## Key topics

- How people decide
- Motivation and engagement
- Behaviour change methods
- Assessment tools
- Wellbeing at work
- Ethics in applied psychology

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Customer Psychology: principles and standards
- Assessment tools
- Measurement and reporting

### Day 2 Methods and tools in practice
- Wellbeing at work
- Ethics in applied psychology

### Day 3 Diagnosis and problem solving
- How people decide
- Hands-on workshop on a workplace challenge

### Day 4 Quality, safety and documentation
- Motivation and engagement
- Common mistakes and how to avoid them

### Day 5 Workshop, assessment and action plan
- Behaviour change methods
- Regional and international case studies

## 10-day outline

### Day 1 Customer Psychology: principles and standards
- Assessment tools
- Measurement and reporting

### Day 2 Methods and tools in practice
- Wellbeing at work
- Ethics in applied psychology

### Day 3 Diagnosis and problem solving
- How people decide
- Hands-on workshop on a workplace challenge

### Day 4 Quality, safety and documentation
- Motivation and engagement
- Common mistakes and how to avoid them

### Day 5 Workshop, assessment and action plan
- Behaviour change methods
- Regional and international case studies

### Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

### Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

### Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 1–5 Feb 2027 | 5-day online | Live online | Arabic | 2,950 |
| 19–30 Apr 2027 | 10-day classroom | Geneva | English | 8,950 |
| 3–7 May 2027 | 5-day classroom | Barcelona | English | 4,750 |
| 16–20 Aug 2027 | 5-day classroom | Abu Dhabi | Arabic | 4,750 |
| 19–23 Jun 2028 | 5-day classroom | Dubai | Arabic | 4,750 |
| 18–29 Sep 2028 | 10-day classroom | Abu Dhabi | English | 8,950 |
| 9–13 Oct 2028 | 5-day classroom | Amsterdam | English | 4,750 |
| 4–15 Dec 2028 | 10-day online | Live online | English | 5,450 |
| 1–5 Jan 2029 | 5-day online | Live online | Arabic | 2,950 |
| 11–15 Mar 2029 | 5-day classroom | Doha | English | 4,750 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 11–15 Jun 2029 | 5-day classroom | Geneva | English | 4,750 |
| 2–13 Sep 2029 | 10-day classroom | Cairo | English | 8,950 |
| 4–15 Feb 2030 | 10-day online | Live online | English | 5,450 |
| 1–12 Apr 2030 | 10-day classroom | Dubai | English | 8,950 |
| 21–25 Jul 2030 | 5-day classroom | Kuwait City | English | 4,750 |
| 1–5 Dec 2030 | 5-day classroom | Riyadh | English | 4,750 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/