



Behavioral Science and Customer Empathy Training Course

12 - 16 Oct 2026

Milan

5900 € (Per Person)

Ref: #CUS6944_39442



Course Introduction / Overview:

The most successful customer service interactions go beyond the surface of a customer's request to address their underlying emotional and psychological needs. This Behavioral Science and Customer Empathy Training Course is designed to give service professionals a deeper understanding of human behavior. BIG BEN Training Center presents a program that applies principles from behavioral psychology to the daily challenges of customer service. The curriculum is informed by the work of renowned psychologists like Daniel Kahneman, a Nobel Prize winner and author of "Thinking, Fast and Slow," who explores the two systems of thought that drive human judgment and decision-making. Participants will learn how to identify unspoken needs and emotions, use empathy as a strategic tool, and navigate the psychological triggers that influence customer satisfaction. This course focuses on practical applications of behavioral science, from designing clearer communication to anticipating and resolving customer pain points before they escalate. By mastering the art of understanding and responding to the "unspoken needs," you will not only be able to provide better service but also create a more human and genuine connection with every customer. This program is a deep dive into the why behind customer behavior, empowering professionals to create truly exceptional experiences.

Target Audience / This training course is suitable for:

- Customer service representatives.
- Customer experience strategists.
- Marketing and user experience professionals.
- Sales and client account managers.
- Support team leaders and managers.
- Professionals interested in behavioral economics.

Target Sectors and Industries:

- Technology and software.
- Retail and e-commerce.

- Banking and financial services.
- Healthcare.
- Travel and hospitality.
- Government agencies and public service.
- Telecommunications.



Target Organizations Departments:

- Customer Service.
- User Experience (UX).
- Product Management.
- Marketing.
- Client Relations.
- Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply behavioral psychology to customer service scenarios.
- Identify and address the unspoken needs of customers.
- Use empathy to build stronger emotional connections.
- De-escalate difficult situations by understanding the customer's mindset.
- Design communication that guides customer behavior.
- Anticipate and proactively solve customers' pain points.
- Influence on customer perceptions of value and service quality.
- Create more personalized and effective customer interactions.

Course Methodology:

This training course uses a unique methodology that blends academic principles with practical, real-world application. The program is built around interactive workshops and case studies that challenge participants to think like behavioral scientists. We will use role-playing exercises to simulate a variety of customer scenarios, from confused and frustrated customers to those with underlying unspoken needs. Participants will practice using insights from psychology to respond more effectively and build stronger rapport. BIG BEN Training Center facilitates a collaborative learning environment where participants can share their own experiences and test different approaches. The

course includes a strong focus on self-reflection, helping individuals understand their own biases and communication styles. This hands-on approach ensures that the knowledge gained is not just theoretical but immediately useful in improving daily customer interactions and creating a more empathetic and effective service team.



Course Agenda (Course Units):

Unit One: Introduction to Behavioral Customer Service

- The role of psychology in customer experience.
- Understanding cognitive biases in customer interactions.
- The two systems of thinking: fast and slow.
- Identifying spoken vs. unspoken customer needs.
- The importance of empathy as a strategic tool.

Unit Two: Reading the Customer's Mind

- Active listening beyond words.
- Interpreting non-verbal cues.
- Identifying emotional triggers and pain points.
- Understanding customer expectations and mental models.
- Using empathetic inquiry to uncover hidden needs.

Unit Three: Applied Behavioral Principles

- The power of framing and suggestion.
- Using the principle of reciprocity.
- Simplifying the customer's decision-making process.
- The role of social proof in service.
- Building trust and credibility.

Unit Four: De-escalation and Emotional Management

- The psychology of customer anger and frustration.
- Techniques for calming agitated customers.
- Managing your own emotional responses.
- Turning a negative interaction into a positive experience.
- The importance of a timely and personal resolution.

Unit Five: Designing Customer Experience

- Mapping the emotional journey of the customer
- Identifying opportunities for positive interventions
- Using feedback to understand psychological drivers
- Proactively solving problems before they arise
- Creating a service experience that feels human and authentic.



FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a customer service professional, by mastering the principles of behavioral science, move beyond simply responding to requests to proactively address a customer's unspoken needs and desires?

What unique qualities does this course offer compared to other courses?

This training course is unique because it is built on the academic foundation of behavioral science, providing a deeper, more sophisticated understanding of customer service. While many programs teach communication and problem-solving, this one explores the psychological motivations behind customer behavior. The course is distinguished by its use of frameworks from leading academic experts like Daniel Kahneman, offering participants a scientific lens through which to view customer interactions. Our approach moves beyond a simple focus on tools and scripts to a more human-centered methodology. Through practical workshops and real-world case studies, participants will learn how to identify and respond to "unspoken needs," which is a skill that cannot be taught through a manual. This program is designed for professionals who want to move past basic customer support and become experts in creating truly meaningful and empathetic experiences. It is a one-of-a-kind opportunity to learn how to influence customer loyalty and satisfaction on a subconscious level.