



INDIAN INSTITUTE OF BANKING & FINANCE
(ISO 21001:2018 Certified Institute)

Think like a
customer

Understanding
Consumer Psychology
For Bankers

(One Day Online Training for Bank Officials Scale I to IV)

Date of the Programme: Thursday, 5th December 2024. (Online)

**Send Your
Nominations to**

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Purpose of this Programme

Thinking like a customer is essential in banks as it helps employees understand consumer psychology, anticipate needs, and build trust. By adopting a customer-centric mindset, bank professionals can tailor their services to resonate with the emotional and rational drivers of customer behavior, such as the desire for financial security, convenience, and personalized solutions. Understanding these psychological motivators enables banks to design more intuitive products, improve service interactions, and address pain points effectively. This approach not only enhances customer satisfaction and loyalty but also strengthens the bank's reputation as a reliable financial partner that genuinely prioritizes its customers' best interests.



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Topics to be covered:

- **Definition and Importance of Consumer Behavior**
- **Understanding Customer Segmentation in Banking**
- **Key Factors Influencing Banking Customers' Behavior**
- **Why Customer-Centricity is Crucial in Banking**
- **Understanding the Decision-Making Process of Bank Customers**
- **Consumer Behavior Patterns for Different Banking Products**
- **Impact of Digital Transformation on Consumer Behavior**
- **Strategies for Influencing Consumer Behavior in Banking**



Mode of Programme Delivery: Online on Zoom.

Date of the Programme: Thursday, 5th December 2024. (10am to 5.15pm)

Investment: Rs. 2000 + Rs. 360 (18% GST) = Rs. 2360/- per participant.

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