External Training Course

Enhancing Customer Service Excellence through AI Analytics, Smart Implementation and Intelligent Monitoring

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From 15 Jun. To 19 Jun. 2025

From 20 Jul. To 24 Jul. 2025

From 24 Aug. To 28 Aug. 2025

From 21 Sep. To 25 Sep. 2025

Concorde Hotel, Doha, Qatar

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External Training Course:

Enhancing Customer Service Excellence through AI Analytics, Smart Implementation and Intelligent Monitoring

From 15 Jun. To 19 Jun. 2025   **Fees: 1750 KD**
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Course Overview:

This 5-day immersive training program is designed to equip professionals with the skills and tools to revolutionize customer service using the power of Artificial Intelligence (AI). The course emphasizes three core pillars:

- AI Analytics – understanding customer behavior and needs through data.
- Smart Implementation – integrating AI tools into service environments efficiently.
- Intelligent Monitoring – ensuring continuous performance, compliance, and improvement.

Through real-world case studies, practical exercises, and implementation toolkits, participants will leave with a roadmap to elevate service quality, drive loyalty, and future-proof customer service operations.

Key Objectives:

By the end of the course, participants will be able to:

- Understand the role and benefits of AI in quality customer service.
- Use AI-driven analytics to enhance customer insights and predict behavior.
- Design and implement intelligent AI solutions across service platforms.
- Develop real-time monitoring systems to ensure high service standards.
- Create ethical and compliant AI service frameworks.
- Improve KPIs such as CSAT, FCR, AHT, and NPS through AI integration.

Training Methodology:

Instructor-led sessions with real-world examples.

Group discussions and collaborative problem-solving.

Hands-on workshops using tools like Excel, Power BI.

Interactive quizzes and performance feedback sessions.

Final group presentations and action planning.

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Course Modules & Daily Themes:

Day 1: AI Foundations for Customer Service Excellence

- The evolution of customer service in the digital era.

- Key concepts: machine learning, NLP, chatbots, and sentiment analysis.

- Benefits and challenges of AI integration in customer service.

- Assessing organizational readiness for AI.

- Industry case studies and success stories.

Day 2: Leveraging AI Analytics for Deep Customer Understanding

- Introduction to customer analytics and segmentation.

- Predictive models: churn, loyalty, and lifetime value.

- Text and sentiment analysis in feedback and reviews.

- Real-time data capture from multi-channel interactions.

- Hands-on session: building a customer insight dashboard.

Day 3: Smart Implementation of AI Solutions

- Selecting the right AI tools for your service model.

- Integrating AI with CRMs, help desks, and contact centers.

- Process mapping and service journey redesign.

- Managing risks, change, and stakeholder engagement.

- Vendor selection and implementation roadmaps.

Day 4: Intelligent Monitoring and Quality Assurance

- Designing KPIs and metrics for AI service monitoring.

- Real-time dashboards for SLA tracking and performance reporting.

- AI-driven quality control for chats, emails, and voice interactions.

- Escalation frameworks and continuous improvement cycles.

- Building resilience and reliability into AI systems.

Day 5: Governance, Ethics, and the Future of AI-Driven Service

- Ethical AI use: transparency, fairness, and trust.

- Data protection and compliance (e.g., GDPR, ISO 27701).

- Human-in-the-loop models and employee re-skilling.

- Future trends: hyper-personalization, voice AI, automation at scale.

- Workshop: Building your AI Service Excellence Strategy.

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Course Agenda:

(1st Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	Discuss Course Major Points: • AI Foundations for Customer Service Excellence. • Leveraging AI Analytics for Deep Customer Understanding. • Smart Implementation of AI Solutions. • Intelligent Monitoring and Quality Assurance. • Governance, Ethics, and the Future of AI-Driven Service.
11.30	12.00	Coffee Break
12.00	14.00	AI Foundations for Customer Service Excellence: • The evolution of customer service in the digital era. • Key concepts: machine learning, NLP, chatbots, and sentiment analysis. • Benefits and challenges of AI integration in customer service. • Assessing organizational readiness for AI. • Industry case studies and success stories.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	Leveraging AI Analytics for Deep Customer Understanding: • Introduction to customer analytics and segmentation. • Predictive models: churn, loyalty, and lifetime value. • Text and sentiment analysis in feedback and reviews.
11.30	12.00	Coffee Break
12.00	14.00	Leveraging AI Analytics for Deep Customer Understanding: • Real-time data capture from multi-channel interactions. • Hands-on session: building a customer insight dashboard.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	Smart Implementation of AI Solutions: • Selecting the right AI tools for your service model. • Integrating AI with CRMs, help desks, and contact centers. • Process mapping and service journey redesign.
11.30	12.00	Coffee Break
12.00	14.00	Smart Implementation of AI Solutions: • Managing risks, change, and stakeholder engagement. • Vendor selection and implementation roadmaps.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	Intelligent Monitoring and Quality Assurance: • Designing KPIs and metrics for AI service monitoring. • Real-time dashboards for SLA tracking and performance reporting. • AI-driven quality control for chats, emails, and voice interactions.
11.30	12.00	Coffee Break
12.00	14.00	Intelligent Monitoring and Quality Assurance: • Escalation frameworks and continuous improvement cycles. • Building resilience and reliability into AI systems.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	Governance, Ethics, and the Future of AI-Driven Service: • Ethical AI use: transparency, fairness, and trust. • Data protection and compliance (e.g., GDPR, ISO 27701). • Human-in-the-loop models and employee re-skilling.
11.30	12.00	Coffee Break
12.00	14.00	Governance, Ethics, and the Future of AI-Driven Service: • Future trends: hyper-personalization, voice AI, automation at scale. • Workshop: Building your AI Service Excellence Strategy.
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch