Artificial Intelligence for Customer Experience Excellence Training Course

28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #AI7584_174117

Course Introduction / Overview:

This course provides a comprehensive exploration of leveraging Artificial Intelligence to revolutionize the customer experience (CX). In an era where customer expectations are constantly evolving, AI offers unprecedented opportunities to create personalized, predictive, and proactive interactions. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to provide a practical roadmap for integrating AI into your CX strategy. We will delve into how AI-driven insights can transform every touchpoint of the customer journey, from initial awareness to post-purchase loyalty. As author Blake Morgan discusses in her book, "The Customer of the Future," technology is a critical enabler of modern customer experience, and this course equips participants with the knowledge to harness that technology effectively. Participants will learn to utilize tools like predictive analytics, natural language processing, and machine learning to not only meet but exceed customer needs. This training is designed to empower professionals to build a seamless, intelligent, and emotionally resonant customer experience framework that drives growth, enhances retention, and establishes a significant competitive advantage in the digital marketplace.

Target Audience / This training course is suitable for:

- Customer Experience (CX) Managers and Directors.
- Marketing and Digital Marketing Professionals.
- Product Managers and Innovation Leaders.
- Data Scientists and Business Analysts.
- Customer Service and Support Team Leaders.
- Digital Transformation and Strategy Officers.
- Sales and Business Development Managers.
- IT Professionals involved in customer-facing technologies.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Media.
- Healthcare and Pharmaceuticals.
- Hospitality, Travel, and Tourism.
- Technology and Software as a Service (SaaS).
- Government Agencies and Public Sector Organizations.
- Automotive and Manufacturing.

Target Organizations Departments:

- Customer Service and Support.
- Marketing and Communications.
- Sales and Business Development.
- Product Development and Management.
- Information Technology (IT).
- Data Analytics and Business Intelligence.
- Strategy and Corporate Planning.
- Operations and Digital Transformation.

Course Offerings:

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

- Develop a strategic roadmap for integrating AI into the customer experience framework.
- Utilize AI-powered tools for advanced customer journey mapping and analysis.
- Implement predictive analytics to anticipate customer needs and behaviors.
- Deploy AI-powered chatbots and virtual assistants to enhance customer support.
- Analyze customer feedback and sentiment at scale using Natural Language Processing (NLP).
- Create hyper-personalized marketing campaigns and customer interactions.
- Evaluate and select the appropriate AI technologies for specific CX challenges.
- Measure the return on investment (ROI) of AI initiatives in customer experience.
- Address the ethical considerations and data privacy issues related to AI in CX.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-oriented. We believe that learning is most effective when it combines expert knowledge with practical experience. This course utilizes a blended learning approach, incorporating instructor-led presentations, real-world case study analyses, and collaborative group discussions to explore the complexities of AI in customer experience. Participants will engage in hands-on exercises and workshops that allow them to apply concepts like sentiment analysis and journey mapping in a simulated environment. Team-based activities will encourage peer-to-peer learning and the development of innovative solutions to common CX challenges. Throughout the course, there will be a strong emphasis on practical application, ensuring that participants can translate their newfound knowledge directly into their professional roles. Our expert facilitators provide continuous feedback and guidance, fostering a supportive learning environment where participants can confidently build their skills and develop a strategic mindset for implementing AI-driven CX initiatives within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of AI in Customer Experience

- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- Defining the Modern Customer Experience (CX) and its core principles.
- The intersection of AI and CX: Opportunities and challenges.
- Understanding the business case for an AI-driven CX strategy.
- Ethical considerations and data privacy in AI for CX.
- Global trends and future outlook of AI in customer interactions.
- Case studies of successful AI-powered CX transformations.

Unit Two: AI for Understanding the Customer Journey

- Leveraging AI for advanced customer segmentation and persona development.
- AI-powered customer journey mapping and touchpoint analysis.
- Introduction to Natural Language Processing (NLP) for Voice of the Customer (VoC).
- Implementing AI-driven sentiment analysis on customer feedback channels.
- Predictive analytics for forecasting customer behavior and churn risk.
- Analyzing unstructured data (reviews, social media, support tickets) with AI.
- Building a unified 360-degree customer view using AI integration.

Unit Three: Implementing AI for Personalized Engagement

- The principles of hyper-personalization and its impact on CX.
- Using AI to deliver personalized content and product recommendations.
- Developing and deploying AI-powered recommendation engines.
- AI in dynamic pricing and personalized offer management.
- Automating marketing campaigns with AI and machine learning.
- Crafting personalized communication across multiple channels.
- Measuring the effectiveness of personalization initiatives.

Unit Four: AI in Customer Service and Support Automation

- The evolution of customer support with AI integration.
- Designing and implementing intelligent chatbots and virtual assistants.
- Using AI to automate routine support tasks and workflows.
- AI-powered tools for assisting human customer service agents.
- Intelligent routing and escalation of customer inquiries.
- Analyzing support interactions to identify areas for improvement.
- Balancing automation with the human touch in customer service.

Unit Five: Developing and Measuring an AI-Driven CX Strategy

- Building a practical roadmap for AI adoption in your organization.
- Selecting the right AI vendors and technologies for your needs.
- Key performance indicators (KPIs) for measuring AI-CX success.
- Calculating the Return on Investment (ROI) of AI initiatives.
- Fostering an AI-ready culture within the organization.
- Overcoming common implementation hurdles and challenges.
- Capstone Project: Designing a preliminary AI-CX strategy for a case study.

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:

As AI becomes more integrated into customer interactions, how can organizations maintain a genuine human connection and prevent the customer experience from feeling overly automated and impersonal?

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

This course distinguishes itself by focusing on the strategic integration of Artificial Intelligence into the customer experience framework, rather than merely covering the technical aspects of AI tools. While many programs concentrate on specific software, our curriculum emphasizes the development of a comprehensive AI-CX strategy that aligns with core business objectives. We provide a holistic view, addressing critical elements such as ethical AI implementation, data privacy, and fostering an AI-ready organizational culture. The content is built around practical application, featuring real-world case studies and hands-on workshops that challenge participants to solve complex CX problems. Unlike other courses, we dedicate significant time to measuring the return on investment (ROI) and defining key performance indicators (KPIs), ensuring that participants can justify and demonstrate the value of their AI initiatives. The program is designed to cultivate strategic thinkers who can lead AI-driven transformations, balancing technological innovation with the essential human element of customer engagement, a crucial aspect often overlooked in purely technical training.