# AI-Powered Customer Engagement Strategies Training Course



02 - 06 Nov 2026

Cape town

4600 € (Per Person)

Ref: #CUS2578_293938

## Course Introduction / Overview:

In today's hyper-competitive digital landscape, generic customer interactions are no longer sufficient. The modern consumer demands personalized, predictive, and seamless experiences across all touchpoints. This course provides a comprehensive roadmap for leveraging Artificial Intelligence (AI) to transform your customer engagement strategy from reactive to proactive. We will explore how AI, machine learning, and natural language processing are revolutionizing the way businesses understand, interact with, and retain their customers. Drawing on principles from experts like Peter Fader, whose work in "Customer Centricity" emphasizes focusing on high-value customers, this program delves into practical applications of AI for creating hyper-personalized journeys. Participants will move beyond theoretical concepts to master the implementation of AI-driven tools for predictive analytics, sentiment analysis, and automated support. BIG BEN Training Center has designed this course to equip professionals with the strategic foresight and technical understanding needed to build a robust, data-informed customer engagement framework that drives loyalty, growth, and a sustainable competitive advantage.

## Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Customer Experience (CX) and Customer Success Managers.
- Digital Strategy and Transformation Leaders.
- CRM and Marketing Automation Specialists.
- Sales and Business Development Professionals.
- Product Managers and Innovation Teams.
- Data Analysts and Business Intelligence Professionals.
- Customer Service and Support Team Leaders.
- E-commerce Managers.
- Founders and Small Business Owners.

## Target Sectors and Industries:

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

## Target Organizations Departments:

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

## Course Offerings:

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

- Develop a strategic framework for integrating AI into the customer lifecycle.
- Utilize predictive analytics to anticipate customer needs and reduce churn.
- Implement AI-powered segmentation for hyper-personalized marketing campaigns.
- Design and deploy effective conversational AI and chatbot engagement systems.
- Leverage Natural Language Processing (NLP) for advanced sentiment analysis of customer feedback.
- Optimize the omnichannel customer journey using AI-driven insights.
- Master the ethical considerations and data privacy principles of using AI with customer data.
- Build a compelling business case for AI investment in customer engagement initiatives.
- Measure the return on investment (ROI) of AI-powered customer strategies.
- Identify and evaluate the right AI tools and platforms for their organization's needs.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can translate theoretical knowledge into real-world capabilities. This course moves beyond traditional lectures to foster a dynamic learning environment. The program is built upon a foundation of expert-led instruction combined with hands-on workshops where participants will work with simulated data to build basic predictive models and design conversational flows. A significant portion of the course is dedicated to the analysis of real-world case studies from various industries, allowing participants to dissect successful AI implementations and learn from their challenges. Collaborative group projects will encourage teamwork and problem-solving, as teams develop a complete AI-driven engagement strategy for a fictional company. Interactive sessions, Q&A panels, and peer-to-peer feedback are integrated throughout the five days to facilitate a deeper understanding of complex concepts. This blended approach ensures that every participant leaves with not only the knowledge but also the confidence to lead AI-powered customer engagement initiatives within their own organization.

## Course Agenda (Course Units):

### Unit One: Foundations of AI in Modern Customer Engagement

- The Evolution from CRM to AI-Driven Engagement.
- Core Concepts: Artificial Intelligence, Machine Learning, and Natural Language Processing.
- Understanding the Role of AI Across the Customer Lifecycle.
- Mapping Key Performance Indicators (KPIs) for AI Engagement.
- Ethical AI: Navigating Data Privacy, Transparency, and Bias.
- The Business Case for AI in Customer Experience.
- Current Trends and Future Outlook of AI in Customer Relations.

### Unit Two: AI-Powered Data Analysis and Personalization

- Leveraging Customer Data Platforms (CDPs) and Big Data.
- Advanced AI-Powered Customer Segmentation Techniques.
- Building Predictive Models for Customer Behavior and Churn.
- The Architecture of Hyper-Personalization at Scale.
- Crafting Personalized Recommendations with Machine Learning.
- Utilizing AI for Dynamic Pricing and Promotion Strategies.
- Analyzing Unstructured Data (Reviews, Social Media) with AI.

### Unit Three: Mastering Conversational AI and Automated Support

- The Science Behind Chatbots and Intelligent Virtual Assistants.
- Designing Effective and Human-Centric Conversational Flows.
- Integrating AI into an Omnichannel Customer Support Strategy.
- Using NLP for Real-Time Sentiment Analysis of Customer Interactions.
- Developing Proactive and Predictive Customer Service Models.
- Voice of the Customer (VoC) Analysis Using AI Tools.
- Managing the Handoff from AI to Human Agents Seamlessly.

## Unit Four: Optimizing the Customer Journey and Fostering Loyalty

- Mapping and Analyzing the Customer Journey with AI Insights.
- Predictive Analytics for Proactive Churn Prevention and Intervention.
- Designing AI-Driven Loyalty and Customer Retention Programs.
- Optimizing Marketing Campaigns with AI-Powered A/B Testing.
- AI in Content Personalization and Delivery.
- Calculating and Maximizing Customer Lifetime Value (CLV) with AI.
- Automating Customer Feedback Collection and Analysis.

## Unit Five: Strategy, Implementation, and Future-Proofing

- Building a Strategic Roadmap for AI Adoption.
- Selecting the Right AI Tools, Technologies, and Vendor Partners.
- Leading Change Management for an AI-First Culture.
- Measuring the ROI of AI-Driven Engagement Initiatives.
- Scaling AI Projects from Pilot to Full-Scale Deployment.
- The Impact of Generative AI on Customer Experience.
- Preparing for the Future: Emerging Trends in AI and Customer Engagement.

# 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 adept at mimicking human emotion and empathy, where should organizations draw the line between creating a seamless customer experience and creating a potentially deceptive one?

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

This course distinguishes itself by focusing on the strategic application of AI in customer engagement rather than offering a purely technical or tool-specific tutorial. While many programs concentrate on the "how-to" of a single platform, our curriculum is designed to cultivate strategic leaders who can architect a comprehensive, AI-driven customer experience framework that is platform-agnostic. We place a significant emphasis on the ethical dimensions of AI, preparing participants to build trust and transparency with customers in an increasingly automated world. The content is uniquely structured to bridge the gap between data science and business strategy, ensuring that participants can not only understand the technology but also build a compelling business case and measure its return on investment. Furthermore, the course is forward-looking, dedicating significant time to emerging trends like generative AI and predictive personalization, equipping attendees with the foresight to future-proof their strategies. The methodology, rooted in real-world case studies and collaborative problem-solving, ensures that learning is practical, applicable, and directly transferable to the participant's professional environment.