



# **ETHICAL AI AND THE HUMAN TOUCH IN CUSTOMER SERVICE TRAINING COURSE**

**07 - 11 DEC 2026**

**CALIFORNIA**

**7900 € (PER PERSON)**

**REF: #CUS3299\_39627**



## **COURSE INTRODUCTION / OVERVIEW:**

The integration of artificial intelligence is transforming customer service, but the true mark of excellence remains the human touch. This Ethical AI and The Human Touch in Customer Service Training Course is designed to equip professionals with the skills to use AI tools, like chatbots, as an extension of their capabilities, not a replacement for them. BIG BEN Training Center presents a program that explores the ethical implications of AI and focuses on how humans can provide empathy, problem-solving, and genuine connection in a tech-driven world. The curriculum draws on the work of academics like Kate Crawford, a leading scholar on the social implications of AI, and her book "Atlas of AI." Participants will learn how to design seamless experiences where AI handles routine tasks, freeing up human agents to focus on complex, high-value interactions. This course covers the principles of ethical AI, understanding and mitigating bias, and using data to provide proactive, personalized service. We will also explore the critical role of human communication, from active listening to de-escalation, in building customer trust. By mastering the synergy between AI efficiency and human empathy, professionals will be able to deliver a superior customer experience that is both fast and authentic. This program is the essential guide to navigating the future of customer service.

## **TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:**

- Customer service representatives.
- Customer experience managers.
- AI implementation specialists.
- Contact center agents and supervisors.
- UX/UI designers.
- Anyone managing or using AI tools in customer service.

## **TARGET SECTORS AND INDUSTRIES:**

- Technology and software.
- Financial services.
- E-commerce.
- Telecommunications.
- Healthcare.
- Government agencies and public services.
- Any industry uses AI for customer interaction.



## TARGET ORGANIZATIONS DEPARTMENTS:

- Customer Service.
- IT and Technology.
- User Experience (UX).
- Operations.
- Marketing.
- Human Resources.

## COURSE OFFERINGS:

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

- Master the use of AI tools to enhance human service capabilities.
- Design a seamless customer journey that blends AI and human support.
- Understand the ethical implications of AI in customer service.
- Provide empathetic, human-centric support in a tech-driven environment.
- Effectively manage and resolve complex issues that AI cannot handle.
- Use AI-generated data to provide proactive and personalized service.
- Develop communication skills that highlight human touch.
- Become a leader in the ethical use of technology.

## COURSE METHODOLOGY:

This training course uses a hybrid methodology that combines hands-on practice with conceptual learning. The program includes workshops where participants will interact with simulated AI tools, learning how to use them efficiently and identify their limitations. We will use case studies to analyze scenarios where AI has been used both successfully and unsuccessfully, providing valuable lessons in design and implementation. The course also features a strong focus on ethical discussions, where participants can debate the responsibilities of using AI in customer service. BIG BEN Training Center facilitates a collaborative environment where individuals can share their experiences and develop best practices. The program also includes role-playing exercises to help professionals practice empathy and advanced communication skills that complement AI's capabilities. This unique methodology ensures that participants not only understand the technology but also have the human skills to provide exceptional service in the future of AI.



## **COURSE AGENDA (COURSE UNITS):**

### **UNIT ONE: THE SYNERGY OF AI AND HUMAN SERVICE**

- The evolution of customer service.
- Understanding the role of chatbots and AI.
- Defining the human touch in a tech-driven world.
- The benefits and limitations of AI in service.
- Building a seamless AI-to-human escalation process.

### **UNIT TWO: ETHICAL AI AND DATA PRIVACY**

- The importance of data privacy in AI-driven service.
- Understanding and mitigating algorithmic bias.
- Ensuring transparency in AI interactions.
- The ethical responsibility of a service professional.
- Building customer trust in an AI world.

### **UNIT THREE: MASTERING HUMAN-CENTRIC COMMUNICATION**

- The art of active listening and empathetic responses.
- Handling complex and emotional inquiries.
- Providing a personal connection in a digital world.
- Using communication to build rapport after an AI interaction.
- The skills that AI cannot replicate.

### **UNIT FOUR: DESIGNING A HYBRID CUSTOMER EXPERIENCE**

- Mapping the AI-driven customer journey.
- Identifying the right tasks for AI automation.
- Crafting a clear and helpful chatbot persona.
- Using AI to analyze customer data for proactive support.
- Optimizing the transition from AI to human agent.



## **UNIT FIVE: THE FUTURE OF THE SERVICE PROFESSIONAL**

- Leading a team in an AI-powered environment.
- Continuous learning in a changing landscape.
- The evolving role of human agents.
- Using AI to enhance, not replace, service skills.
- Becoming a strategic partner in the organization.

## **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 service professional, by mastering the principles of ethical AI and leveraging its power, elevate their role from a simple problem-solver to a strategic, human-centric leader in a tech-driven organization?

### **WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?**

This training course is unique because it is one of the first to comprehensively address the critical intersection of AI and human empathy in customer service. While other programs may focus on AI tools or communication skills in isolation, this course teaches professionals how to strategically blend both. The curriculum is distinguished by its deep dive into the ethical implications of AI, a topic that is crucial for building trust in the digital age. We use a practical, hands-on methodology that allows participants to work with simulated AI environments and practice their human communication skills in a variety of complex scenarios. This program is not just about using a new tool; it is about understanding how to use technology to enhance human connection, not replace it. It empowers service professionals to become leaders who can navigate the future of their industry, ensuring that their organizations remain both efficient and deeply human.