



Enhancing Customer Experience Through Artificial Intelligence

23 – 27 August 2027
Lisbon (Portugal)



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Ref: 16068_1005035 **Date:** 23 – 27 August 2027 **Location:** Lisbon (Portugal) **Fees:** 6200 Euro

Introduction

In today's digital-first environment, customer experience has emerged as a defining factor in business success. Organizations increasingly rely on innovative technologies to deliver personalized and efficient services at every touchpoint. This Enhancing Customer Experience Through Artificial Intelligence course provides participants with the knowledge to harness AI for transforming customer interactions. Participants will explore predictive analytics, intelligent automation, and AI-driven tools to enhance service delivery.

The Enhancing Customer Experience Through Artificial Intelligence program demonstrates how AI in customer journey mapping can optimize engagement and improve customer loyalty. By examining real-world case studies, learners will understand AI customer experience strategies and best practices. It equips professionals with practical skills to implement AI-powered customer engagement solutions. It also emphasizes ethical considerations and innovation in the design of AI-enhanced customer service systems.

Targeted Groups

This Enhancing Customer Experience Through Artificial Intelligence training targets professionals seeking specialized knowledge and skills:

- Customer experience managers seeking AI-driven insights.
- Call center and customer service staff aiming to improve response efficiency.
- Digital marketing managers enhancing personalized campaigns.
- Customer data analysts focusing on behavioral analytics.
- Business development managers exploring AI for retention strategies.
- Digital transformation specialists integrating intelligent solutions.
- CRM professionals optimizing automated engagement.
- Product and service support teams improving client interactions.
- Quality and customer satisfaction officers tracking performance metrics.
- AI developers implementing practical AI solutions to improve CX.

Course Objectives

Participants will achieve the following objectives by completing the Enhancing Customer Experience Through Artificial Intelligence course:

- Analyze customer behavior data to identify actionable insights.
- Develop AI solutions for personalized customer service.
- Identify key customer needs using predictive models.
- Design AI-driven customer experience journeys.
- Apply sentiment analysis tools to measure satisfaction.
- Utilize chatbots for faster, more accurate responses.
- Build and enhance digital customer journey maps.
- Evaluate the effectiveness of AI strategies in CX transformation.
- Implement A/B testing for AI-powered initiatives.
- Prepare reports on AI's impact on customer satisfaction metrics.
- Streamline internal processes using intelligent automation.
- Integrate smart communication channels into service platforms.
- Train teams on AI-enhanced customer service techniques.
- Align business objectives with AI-driven CX strategies.
- Propose digital innovations to increase loyalty and retention.
- Track key performance indicators to improve service.
- Apply AI-driven recommendations to improve customer satisfaction.

Targeted Competencies

Participants will gain the following competencies during the Enhancing Customer Experience Through Artificial Intelligence program:

- Expertise in analyzing customer behavioral and engagement data.
- Skill in deploying AI tools for personalized service.
- Ability to design intelligent interaction strategies across platforms.
- Proficiency in managing chatbots and monitoring their performance.
- Competence in developing AI-driven customer journey maps.
- Application of predictive analytics for service improvement.
- Capability to segment customers using advanced clustering techniques.
- Proficiency in evaluating digital customer experience KPIs.
- Coordinating cross-functional teams for enhanced engagement.
- Skill in integrating AI in multichannel customer service platforms.
- Understanding of ethical implications in AI applications.
- Knowledge of AI-powered engagement tools to drive loyalty.
- Competence in training staff on AI-enhanced service operations.

Studying Scenarios

In this Enhancing Customer Experience Through Artificial Intelligence training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating AI chatbot performance for customer inquiries.
- Designing AI-driven journey maps for online service platforms.
- Personalizing marketing campaigns using AI-based segmentation.
- Implementing predictive analytics to forecast customer needs.
- Applying sentiment analysis to improve customer feedback response.
- Integrating recommendation engines to boost product adoption.
- Using AI to reduce call center response times.
- Optimizing digital touchpoints with AI-enhanced service strategies.
- Conducting A/B testing for AI-driven engagement solutions.
- Assessing the ROI of AI-powered customer support initiatives.

Course Content

Unit 1: Introduction to Customer Experience and Artificial Intelligence

- Understanding customer experience in the digital era.
- Evolution and business applications of artificial intelligence.
- Role of AI in enhancing customer satisfaction.
- Challenges in managing complex customer journeys.
- Leveraging big data for actionable insights.
- AI-driven customer support case studies.
- Introduction to machine learning and data analytics.
- Ethical considerations in AI implementations.
- AI in customer journey mapping for personalization.
- Integrating AI insights into marketing decisions.

Unit 2: AI Tools and Technologies in Customer Service

- Overview of recommendation systems for personalized CX.
- Implementing AI chatbots to improve customer experience.
- Using sentiment analysis tools to evaluate client interactions.
- Personalization engines and automated service customization.
- Classification models to predict customer preferences.
- Behavioral analytics on digital channels.
- Enhancing call center operations with AI assistance.
- Churn prediction models to reduce customer loss.
- Integration of smart APIs in customer service platforms.
- AI-powered customer engagement strategies.

Unit 3: Designing Smart Customer Journeys Using AI

- Analyzing customer touchpoints for an AI application.
- Mapping digital experiences to identify gaps and opportunities.
- Personalizing messaging using AI for targeted communication.
- Intelligent interactions across social media and email platforms.
- Enhancing website navigation and engagement using AI tools.
- Automating customer service stages with predictive AI.
- Monitoring journey KPIs with AI-enhanced dashboards.
- Real-time interaction with AI-driven chat technologies.
- Boosting loyalty through dynamic recommendation systems.
- AI impact on customer satisfaction and retention strategies.

Unit 4: Advanced Customer Data Analytics

- Extracting and integrating omnichannel customer data.
- Using AI to interpret customer intent.
- Segmenting customers based on value and engagement.
- Developing analytical dashboards for performance monitoring.
- Predicting customer behavior with machine learning models.
- AI techniques for detecting emerging trends.
- NLP-driven analysis of support conversations.
- Market segmentation using advanced clustering techniques.
- Improving data quality for accurate predictions.
- Enhancing AI customer experience strategies through analytics.

Unit 5: Designing an AI-Based Customer Experience Strategy

- Establishing objectives for AI-enhanced digital experiences.
- Integrating AI into existing customer service frameworks.
- Selecting the appropriate technology tools for specific needs.
- Creating a roadmap for AI implementation in service platforms.
- Defining KPIs to measure AI-driven CX success.
- Training teams to adopt AI-powered solutions.
- Measuring ROI and business impact of AI initiatives.
- Driving continuous innovation using AI insights.
- Ensuring the sustainability and adaptability of AI-enhanced experiences.
- Future of AI in customer experience transformation.



Final Insights & Key Takeaways

Organizations can achieve excellence by integrating AI into customer experience strategies. This course equips participants to implement AI-driven solutions effectively. AI-powered customer engagement enhances personalization, efficiency, and satisfaction. Continuous innovation and strategic application of AI ensure long-term success in improving CX.