

AI FOR CUSTOMER SERVICE: AUTOMATING AND ENHANCING CLIENT INTERACTIONS

“Harnessing AI to Deliver Faster, Smarter & Personalized Support”

Schedule

Date	Venue	Fees (Face-to-Face)
01 - 03 Apr 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Artificial Intelligence is rapidly transforming how customer service teams operate by introducing automation, personalization, and round-the-clock assistance. Businesses that successfully integrate AI-powered technologies into their customer interaction strategy can significantly improve efficiency, reduce costs, and enhance the overall customer experience.

This course equips participants with the practical knowledge and tools required to implement AI-driven solutions such as chatbots, virtual assistants, sentiment analysis tools, and machine learning algorithms in their customer service functions.

Objectives

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

- Understand AI technologies applicable to customer service
- Identify areas in customer support that can benefit from AI automation
- Design and implement chatbot and virtual assistant workflows
- Use AI analytics to improve customer engagement and satisfaction
- Ensure ethical and compliant AI usage in customer interactions

Why Attend

- AI is not just a future trend—it's a current necessity in modern customer service.
- This course equips professionals to stay ahead of the curve by adopting AI tools effectively.
- Learn how to leverage AI to deliver faster, smarter, and more personalized customer service.
- Discover strategies to scale your support operations efficiently using automation.
- Reduce response times and enhance service quality through intelligent systems.
- Gain a roadmap for implementing AI to achieve a balance between automation and human touch.

Target Audience

This program is designed for:

- Customer Service Managers and Supervisors
- Call Center and Contact Center Team Leaders
- Digital Transformation and CX Professionals
- Business Analysts and AI Project Leads
- IT Managers supporting customer operations

Individual Benefits

Key competencies that will be developed include:

- Understanding AI capabilities in service environments
- Building automation workflows for client support
- Integrating AI tools with CRM and helpdesk platforms
- Analyzing customer data using AI-driven insights
- Balancing AI automation with human customer care

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced operational efficiency through automation
- Higher customer satisfaction and loyalty scores
- Effective deployment of chatbots and virtual assistants
- Improved agent productivity with AI-assisted tools
- Better decision-making through predictive customer analytics

Instructional Methodology

- Strategy Briefings - Overview of AI landscape and customer service evolution
- Case Studies - Industry examples of AI deployment success and failure
- Workshops - Hands-on configuration of AI tools and chatbots
- Peer Exchange - Interactive group discussions and lessons learned
- Tools - Use of actual AI platforms, dashboards, and prototyping software

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Foundations of AI in Customer Service

- Module 1: Introduction to AI Technologies (07:30 - 09:30) • What is AI and how it applies to customer service (07:30 - 09:30) • Benefits and limitations of AI tools (07:30 - 09:30) • Types of AI: NLP, machine learning, automation (07:30 - 09:30)
- Module 2: AI Use Cases in Customer Support (09:45 - 12:00) • Chatbots, voicebots, and virtual agents (09:45 - 12:00) • Case examples from various industries (09:45 - 12:00) • Mapping AI opportunities in your organization (09:45 - 12:00)
- Module 3: Getting AI Ready - Systems and Culture (01:00 - 03:30) • Assessing infrastructure and data readiness (01:00 - 03:30) • Preparing customer service teams for AI (01:00 - 03:30) • Ethical and responsible AI adoption (01:00 - 03:30)

Day 2: Designing & Implementing AI Solutions

- Module 4: Chatbot Development and Deployment (07:30 - 09:30) • Conversation design fundamentals (07:30 - 09:30) • Building chatbot intents and entities (07:30 - 09:30) • Tools for no-code and low-code chatbot creation (07:30 - 09:30)
- Module 5: Automation of Support Workflows (09:45 - 12:00) • Identifying high-volume, low-complexity tasks (09:45 - 12:00) • Creating automation sequences (09:45 - 12:00) • Linking AI bots to CRM/helpdesk tools (09:45 - 12:00)
- Module 6: Sentiment and Behavior Analysis (01:00 - 03:30) • Using NLP to detect customer mood (01:00 - 03:30) • Real-time routing based on sentiment (01:00 - 03:30) • Visualizing behavior patterns through AI dashboards (01:00 - 03:30)

Day 3: Optimization, Integration & Roadmap

- Module 7: Metrics and Performance Monitoring (07:30 - 09:30) • KPIs for AI-enabled customer service (07:30 - 09:30) • Analyzing bot performance and feedback (07:30 - 09:30) • Continuous improvement and retraining cycles (07:30 - 09:30)
- Module 8: AI-Human Collaboration Models (09:45 - 12:00) • When and how to hand off to human agents (09:45 - 12:00) • Empowering service teams with AI assistants (09:45 - 12:00) • Role of AI in hybrid service models (09:45 - 12:00)
- Module 9: Final Workshop - AI Integration Plan (01:00 - 03:30) • Drafting your customer service AI strategy (01:00 - 03:30) • Group presentations and peer feedback (01:00 - 03:30) • Roadmap for rollout and scale-up (01:00 - 03:30)

Certification

Participants will be awarded a Certificate of Completion in AI-Enhanced Customer Service & Automation by Mawa Events.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.