



COURSE OVERVIEW SS0363

AI in Customer Service - Improving Customer Experience Using AI Chatbots & Analytics

Course Title

AI in Customer Service - Improving Customer Experience using AI Chatbots & Analytics

Course Date/Venue

Session 1: June 30-July 04, 2025/Glasshouse Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE
Session 2: November 23-27, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai UAE



Course Reference

SS0363

Course Duration/Credits

Five days/3.0 CEUs/30PDHs



Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.



This course is designed to provide participants with a detailed and up-to-date overview of AI in Customer Service - Improving Customer Experience using AI Chatbots & Analytics. It covers the role of AI in modern customer service and how it transforms customer interactions; the AI chatbots and how it improves customer engagement; and the natural language processing (NLP) in AI chatbots, AI-powered voice assistants in customer support, and AI and omnichannel customer support.



Further, the course will also discuss the machine learning chatbots and AI chatbots training using customer queries; the use of pre-trained AI models for chatbots and improving chatbot responses; the sentiment analysis in customer interactions and AI-powered recommendation engines in social media customer service; the AI in automated email classification, ticket routing, prioritization and personalized email responses; and the use of AI to reduce response time in ticketing systems.



During this interactive course, participants will learn the AI in customer feedback analysis, predictive analytics in customer support, customer journey mapping as well as customer retention and loyalty programs; the AI for monitoring customer interactions in real-time, speech and chat analytics and customer satisfaction scoring; the robotic process automation (RPA) in customer service; the detection of fraudulent customer requests, securing customer authentication and preventing account takeovers; the AI in self-service portals, call center optimization and customer service performance management; the emerging AI trends in customer service, AI's role in hyper-personalized customer experiences and next-generation customer service strategies; the ethical considerations in AI customer service and multilingual customer service; and the AI in enterprise customer support.

Course Objectives

Upon the successful completion of the course, each participant will be able to:-

- Apply and gain an in-depth knowledge on artificial intelligence in customer service by improving customer experience using AI chatbots and analytics
- Discuss the role of AI in modern customer service and how it transforms customer interactions
- Identify AI chatbots and how it improves customer engagement
- Recognize natural language processing (NLP) in AI chatbots, AI-powered voice assistants in customer support and AI and omnichannel customer support
- Discuss machine learning chatbots and develop AI chatbots training using customer queries
- Use pre-trained AI models for chatbots and improve chatbot responses using reinforcement learning
- Apply sentiment analysis in customer interactions, AI-powered recommendation engines in customer service and AI in social media customer service
- Carryout AI in automated email classification, ticket routing and prioritization, personalized email responses and use AI to reduce response time in ticketing systems
- Employ AI in customer feedback analysis, predictive analytics in customer support, customer journey mapping and customer retention and loyalty programs
- Apply AI for monitoring customer interactions in real-time, speech and chat analytics and customer satisfaction scoring
- Carryout robotic process automation (RPA) in customer service, detect fraudulent customer requests, secure customer authentication and prevent account takeovers
- Illustrate AI in self-service portals, call center optimization and customer service performance management
- Discuss the emerging AI trends in customer service, AI's role in hyper-personalized customer experiences and next-generation customer service strategies
- Apply ethical considerations in AI customer service, multilingual customer service and AI in enterprise customer support



Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of AI in customer service - improving customer experience using AI chatbots and analytics for customer service professionals, business owners and decision-makers, marketing and sales teams, IT and AI developers, data analysts and AI enthusiasts.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation


Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **30 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes,**

Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	Understanding AI in Customer Experience (CX) <i>Role of AI in Modern Customer Service • How AI is Transforming Customer Interactions • Key Benefits of AI in Customer Experience • Challenges and Limitations of AI in Customer Service</i>
0900 – 0930	AI-Powered Chatbots: The Future of Customer Service <i>What are AI Chatbots? (Rule-Based versus AI-Powered Chatbots) • Evolution of Chatbots in Customer Service • How Chatbots Improve Customer Engagement • Chatbots versus Human Agents: Striking the Right Balance</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Natural Language Processing (NLP) in AI Chatbots <i>Basics of NLP and Its Role in AI Chatbots • Understanding Intent Recognition and Sentiment Analysis • Training AI Chatbots for Better Language Understanding • NLP Challenges in Customer Service Applications</i>
1100 – 1230	AI-Powered Voice Assistants in Customer Support <i>How Voice AI is Changing Customer Service • AI Voice Assistants versus Traditional IVR Systems • Speech Recognition and Text-to-Speech Technology • Applications of AI Voice Assistants in Customer Support</i>
1230 – 1245	<i>Break</i>
1245 – 1330	AI & Omnichannel Customer Support <i>What is Omnichannel AI Customer Support? • Integrating AI into Live Chat, Email and Social Media • AI-Powered Self-Service Solutions • Ensuring Seamless AI-Human Handoff in Support</i>
1330 – 1420	Hands-On: Setting Up a Basic AI Chatbot <i>Designing a Simple Rule-Based Chatbot • Training an AI Chatbot With FAQs • Deploying a Chatbot on a Website • Testing and Evaluating Chatbot Performance</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	Advanced AI Chatbot Development <i>Understanding Machine Learning Chatbots • AI Chatbot Training Using Customer Queries • Using Pre-Trained AI Models for Chatbots • Improving Chatbot Responses Using Reinforcement Learning</i>
0830 – 0930	Sentiment Analysis in Customer Interactions <i>What is Sentiment Analysis in AI? • How AI Detects Customer Sentiment in Real Time • Using Sentiment Analysis for Personalized Responses • Case Study: Sentiment Analysis in AI Chatbots</i>
0930 – 0945	<i>Break</i>



0945 – 1100	AI-Powered Recommendation Engines in Customer Service Understanding AI-Based Personalization • How AI Recommends Products and Solutions • AI in Proactive Customer Support • Case Study: AI-Powered Recommendations in E-Commerce
1100 – 1230	AI in Social Media Customer Service AI-Powered Social Listening Tools • AI Chatbots in Social Media Messaging • AI-Based Crisis Management on Social Platforms • Case Study: AI-Driven Social Media Engagement
1230 – 1245	Break
1245 – 1330	AI in Email & Ticketing Support AI in Automated Email Classification • AI-Powered Ticket Routing and Prioritization • AI in Personalized Email Responses • Using AI to Reduce Response Time in Ticketing Systems
1330 - 1420	Hands-On: Building an AI Chatbot With NLP Implementing NLP for Chatbot Conversations • Training a Chatbot with Customer Queries • Deploying a Chatbot on Messaging Platforms • Testing Chatbot Accuracy with Real Data
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

Day 3

0730 – 0830	AI in Customer Feedback Analysis How AI Analyzes Customer Feedback • Using AI for Survey Analysis and Insights • AI-Powered Reviews and Ratings Analysis • Sentiment Analysis in Customer Feedback
0830 – 0930	Predictive Analytics in Customer Support Introduction to Predictive Analytics in AI • How AI Predicts Customer Issues Before they Arise • AI for Reducing Customer Churn • AI in Forecasting Customer Service Demand
0930 – 0945	Break
0945 -1100	AI for Customer Journey Mapping Understanding AI-Driven Customer Insights • How AI Identifies Customer Pain Points • AI for Personalized Customer Journey Optimization • Case Study: AI-Driven Customer Journey Improvement
1100 - 1230	AI in Customer Retention & Loyalty Programs AI-Based Customer Retention Strategies • AI in Loyalty Program Personalization • AI for Identifying At-Risk Customers • Case Study: AI in Customer Loyalty Management
1230 – 1245	Break



1245 – 1330	AI in Real-Time Customer Support Analytics AI for Monitoring Customer Interactions in Real Time • AI-Powered Speech and Chat Analytics • AI in Customer Satisfaction Scoring • Case Study: AI in Real-Time Customer Support
1330 - 1420	Hands-On: Implementing AI for Customer Data Analysis Using AI for Customer Segmentation • Implementing AI in Customer Support Dashboards • Visualizing Customer Sentiment Trends with AI • Interpreting AI-Generated Customer Insights
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4

0730 – 0830	Robotic Process Automation (RPA) in Customer Service Understanding RPA and Its Role in AI-Powered Support • How RPA Automates Repetitive Customer Service Tasks • AI and RPA Integration in Customer Support • Case Study: AI-Driven Process Automation
0830 - 0930	AI in Fraud Detection & Security AI for Detecting Fraudulent Customer Requests • AI in Secure Customer Authentication • AI for Preventing Account Takeovers • Case Study: AI in Fraud Prevention in Customer Support
0930 – 0945	Break
0945 – 1100	AI in Self-Service Portals AI-Powered Knowledge Bases and FAQs • AI Chatbots for Self-Service Customer Support • AI for Automated Troubleshooting Assistance • Case Study: AI-Driven Self-Service Success Stories
1100 – 1230	AI in Call Center Optimization AI for Intelligent Call Routing • AI-Powered Speech Analytics for Call Centers • AI for Reducing Customer Wait Times • Case Study: AI in Call Center Performance Enhancement
1230 - 1245	Break
1245 – 1330	AI in Customer Service Performance Management AI for Analyzing Customer Support Agent Performance • AI in Coaching and Training Customer Support Agents • AI for Automating Quality Assurance in Customer Service • Case Study: AI for Improving Support Team Efficiency
1330 - 1420	Hands-On: Implementing AI for Customer Service Automation Creating Automated AI Responses for Support • Setting Up AI-Based Ticket Prioritization • Using AI to Automate Routine Customer Queries • Measuring the Impact of AI on Customer Service Efficiency
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Four



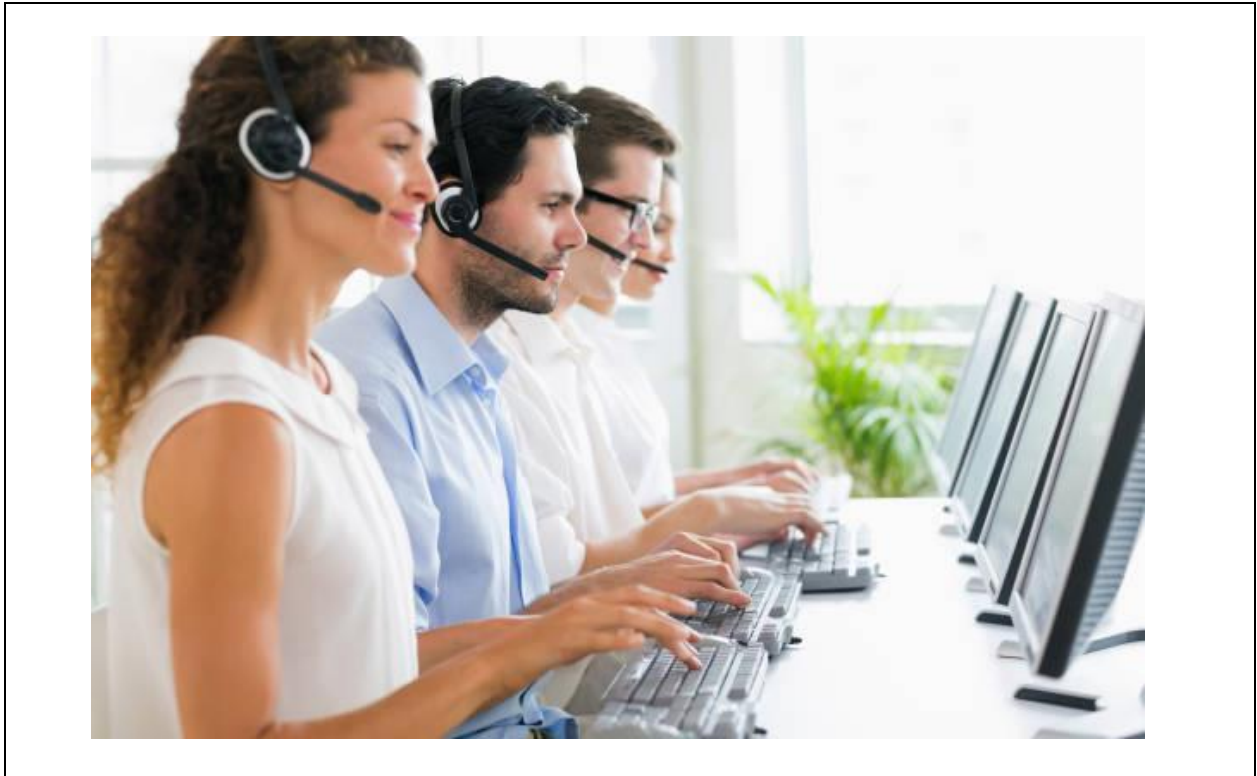
Day 5

0730 – 0830	The Future of AI in Customer Service <i>Emerging AI Trends in Customer Service • AI's Role in Hyper-Personalized Customer Experiences • The Rise of AI-Powered Virtual Assistants • AI in Next-Generation Customer Service Strategies</i>
0830 - 0930	Ethical Considerations in AI Customer Service <i>AI and Customer Privacy Concerns • Transparency in AI-Generated Responses • AI in Addressing Bias and Fairness in Customer Support • Ethical AI Adoption Best Practices</i>
0930 – 0945	<i>Break</i>
0945 – 1100	AI-Powered Customer Service Case Studies <i>AI in E-Commerce Customer Support • AI in Banking and Financial Services • AI in Healthcare Customer Assistance • AI in Telecommunications and Utility Support</i>
1100 – 1230	AI in Multilingual Customer Service <i>AI for Real-Time Language Translation in Support • NLP Models for Multilingual Chatbots • AI for Cross-Border Customer Interactions • Case Study: AI for Global Customer Support</i>
1230 - 1245	<i>Break</i>
1245 - 1345	Implementing AI in Enterprise Customer Support <i>Scaling AI Solutions for Large Organizations • AI-Powered Enterprise Customer Data Platforms • AI and CRM Integration for Large-Scale Support • Case Study: AI in Enterprise-Level Customer Service</i>
1345 – 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>



Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org