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COURSE BROCHURE

AI-Driven Customer Service Excellence Training Course

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Registered in the United Kingdom and Saudi Arabia

AI-Driven Customer Service Excellence Training Course

AI-Driven Customer Service Excellence is a 1-week training course for contact centre managers and customer experience leads who build an AI Service Quality Roadmap covering chat assistants, intent routing, sentiment signals and agent assist. Customers now expect fast, accurate answers on every channel, and AI changes how contact centres meet that expectation without losing the human touch. Jupiter Prime Training delivers AI-Driven Customer Service Excellence for leaders who own service outcomes.

Why AI-Driven Customer Service Excellence Matters Now

Three forces shape customer service today: conversational AI that resolves routine enquiries, customers who move between messaging, voice and self-service within a single journey, and frontline agents whose role shifts towards complex and emotional cases. A contact centre that deploys bots without careful handover design frustrates customers and pushes repeat contacts onto agents, while one that blends automation with human judgement lifts resolution and loyalty. The course draws on the ISO/IEC 42001 AI management system standard and the NIST AI Risk Management Framework NIST AI RMF to keep customer-facing AI accountable, transparent and fair.

Who Gains Most from AI-Driven Customer Service Excellence

- Leaders responsible for contact centre performance, staffing and service levels
- Customer experience owners who shape journeys across messaging, voice and self-service
- Quality assurance heads who score conversations and coach agents
- Service operations managers who select and configure chatbot and routing platforms
- Workforce planners who forecast contact volumes and agent skills

Service teams gain most when a contact centre lead, a quality head and a customer experience owner attend together and agree one shared roadmap.

AI-Driven Customer Service Excellence Capabilities

Participants leave able to judge where conversational automation helps a customer and where a person must step in, and to measure the difference.

- Assess which contact reasons suit chatbot containment — channel strategy owners
- Design bot-to-agent handovers that carry full conversation context — frontline supervisors
- Apply sentiment and intent signals to prioritise queues — routing decisions
- Specify agent assist prompts and knowledge suggestions — quality assurance heads
- Calculate service metrics that blend automated and human contacts — contact centre directors
- Communicate AI service changes to agents and customers — change sponsors

Key AI-Driven Customer Service Excellence Terms

- Containment rate — the share of contacts a virtual assistant resolves fully without transfer to a human agent.
- Intent routing — directing each contact to a bot flow or agent queue based on the customer's predicted purpose.
- Sentiment analysis — automated scoring of emotion in text or speech to flag frustration, urgency or satisfaction.
- Agent assist — real-time AI suggestions of answers, knowledge articles and next steps shown to a human agent during a contact.
- Warm handover — a transfer from bot to agent that passes the conversation history so the customer never repeats details.
- Auto quality scoring — AI evaluation of every interaction against a quality form, replacing small manual samples.

AI-Driven Customer Service Excellence Day by Day

Day 1: The AI-Enabled Service Landscape

- Contact Reason Analysis — Which Enquiries Suit Automation First
- Customer Effort Score — Where Journeys Create Friction Today
- Channel Mix Mapping — Messaging, Voice and Self-Service Balance
- NIST AI RMF Functions — Accountability for Customer-Facing AI
- Agent Role Redesign — Shifting Humans Towards Complex Cases

Day 2: Conversational Assistants and Intent Routing

- Intent Taxonomy Design — Coverage of Common Customer Requests
- Chatbot Conversation Flows — Containment Versus Escalation Choices
- Large Language Model Answers — Grounding Replies in Approved Knowledge
- Skills-Based Routing Rules — Matching Contacts to Agent Expertise
- Warm Handover Protocols — Context Passed From Bot to Agent

Day 3: Sentiment Signals and Agent Assist

- Speech and Text Sentiment Scoring — Queue Priority for Upset Customers
- Real-Time Agent Assist — Suggested Answers During Live Contacts
- Knowledge Base Curation — Accuracy of AI-Retrieved Articles
- Next Best Action Prompts — Retention and Upsell Judgement
- Hallucination and Bias Checks — Fair Treatment Across Customer Groups

Day 4: Quality Monitoring and Service Metrics

- Auto Quality Scoring — Full Coverage Replacing Manual Samples
- Blended Service Dashboards — First Contact Resolution Across Bots and Agents
- Repeat Contact Analysis — Hidden Failure of Automated Journeys
- ISO/IEC 42001 Controls — Monitoring and Incident Records for AI
- Agent Coaching Loops — Feedback Drawn From Scored Conversations

Day 5: Practising the AI Service Quality Roadmap

- Banking Help Desk Case — Applying Intent Routing and Handover Design
- Hospitality Reservations Case — Applying Sentiment Prioritisation
- Metric Target Setting — Applying Blended Dashboard Measures
- Agent and Customer Communication Plan — Rollout Sequencing
- AI Service Quality Roadmap — Priorities, Owners and Review Points

Applying AI-Driven Customer Service Excellence After the Course

- Run a contact reason analysis on one month of interactions and mark the three intents best suited to chatbot containment.
- Audit twenty bot-to-agent transfers against the warm handover protocol and fix the most common context gap.

AI-Driven Customer Service Excellence Questions FAQ

What is AI-driven customer service excellence and why does it matter now?

It is the disciplined use of chatbots, intent routing, sentiment analysis and agent assist to raise service quality. It matters now because customers expect instant answers, and poorly designed automation quickly increases repeat contacts and complaints.

Which roles gain most from AI-driven customer service excellence?

Contact centre managers, customer experience owners and quality heads gain most. They decide which contacts are automated, how handovers work and how service quality is measured across bots and people.

How does AI-driven customer service excellence differ from a general service excellence course?

It focuses on the AI layer of service. A general service course covers standards, recovery and coaching; this one covers bot design, routing, sentiment signals, agent assist and blended metrics in one week.

What do you bring back from AI-driven customer service excellence training?

You bring back a service roadmap for your contact centre. It sets which intents to automate, how handovers and agent assist will work, the metrics to track and who owns each step.

AI-Driven Customer Service Excellence: The Way Forward

The AI Service Quality Roadmap first informs which customer intents move to automation and which stay with agents. Contact centre leaders, quality heads and customer experience owners use it to sequence platform changes and coaching. After the first quarter, revisit containment and repeat contact figures together, since a high containment rate can hide customers who simply gave up.