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COURSE BROCHURE

AI Next-Best-Action and Customer Effort Analytics Training Course

28 March – 1 April 2027
Amman

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Registered in the United Kingdom and Saudi Arabia

AI Next-Best-Action and Customer Effort Analytics Training Course

Ref: 820_31158 **Date:** 28 March – 1 April 2027 **Location:** Amman **Fees:** 4200 GBP

AI Next-Best-Action and Customer Effort Analytics is a 1-week training course for customer experience managers and insight analysts who must cut the work customers do to get help and choose the right action for each person, and every participant builds a Customer Effort Reduction Playbook. Examples come from retail returns and telecom billing journeys. Jupiter Prime Training offers AI Next-Best-Action and Customer Effort Analytics.

Why AI Next-Best-Action and Customer Effort Analytics Matters Now

Customers now move between app, chat, store and phone in a single problem, and each switch adds effort that predicts churn better than satisfaction does. Language models can read every verbatim and contact reason, while decisioning engines can pick a service fix or an offer in milliseconds. Without discipline, these tools push offers to frustrated customers. The course draws on ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework NIST AI RMF.

Who Gains Most from AI Next-Best-Action and Customer Effort Analytics

- Customer experience managers who own effort and loyalty targets
- Insight analysts who turn contact logs and verbatims into findings
- Retention and loyalty leads who decide which customers receive offers
- Contact centre operations managers who shape agent desktop guidance
- Digital product owners who manage self-service journeys in apps and websites

A retail or telecom team that sends an analyst, a channel owner and a retention lead together gains most.

AI Next-Best-Action and Customer Effort Analytics Capabilities

Participants leave able to find where customers struggle and decide what the business should do next for each one.

- Measure customer effort across channels with repeat contact signals — the customer leadership team
- Classify contact reasons and verbatims with language models — insight and quality teams
- Design next-best-action rules that balance service and sales — retention and loyalty leads
- Apply suppression and contact fatigue limits — customers who are already frustrated
- Prove incremental value with holdout groups — finance and marketing sponsors
- Explain recommended actions in plain terms — frontline agents

Key AI Next-Best-Action and Customer Effort Analytics Terms

- Customer Effort Score — a survey measure of how easy customers found it to resolve a need or complete a task.
- Next-Best-Action — a decisioning approach that ranks possible service, retention or sales actions for one customer at one moment.
- Uplift Model — a model that predicts the change in behaviour caused by an action rather than the behaviour itself.
- Contact Reason Taxonomy — the agreed list of why customers get in touch, used to tag interactions consistently.
- Suppression Rule — a condition that stops an action, such as no offers during an open complaint.
- Holdout Group — customers deliberately kept from an action so its true incremental effect can be measured.

AI Next-Best-Action and Customer Effort Analytics Day by Day

Day 1: Measuring Effort Across Retail and Telecom Interactions

- Customer Effort Score Versus Satisfaction Metrics — Choosing the Lead Indicator
- Repeat Contact and Channel Switching Signals — Where Friction Hides
- Interaction Log Stitching Across App, Store and Call Centre — Single Effort View
- Effort Driver Trees for Billing and Returns — Prioritising Fix Candidates
- Baseline Effort Benchmarks by Segment — Setting Improvement Targets

Day 2: Mining Verbatims and Contact Reasons with Language Models

- Contact Reason Classification with Language Models — Taxonomy Ownership
- Verbatim Clustering of Complaint Text — Surfacing Unknown Friction Themes
- Emotion and Effort Cue Extraction — Weighting Signals in the Score
- Human Labelling and Precision Checks — Accepting a Text Model
- Privacy Masking of Personal Data in Transcripts — Lawful Use of Text

Day 3: Building Next-Best-Action Decisioning

- Propensity and Uplift Models — Who Should Receive an Offer
- Eligibility, Suppression and Contact Fatigue Rules — When to Stay Silent
- Service Action Versus Sales Action Arbitration — Ranking Competing Options
- Real-Time Decisioning in App and Agent Desktop — Latency and Fallbacks
- Contextual Bandits and Champion Challenger Tests — Learning Which Action Wins

Day 4: Governing Personalised Decisions

- Fairness Checks on Offer Allocation — Protecting Vulnerable Customers
- Explainable Reasons for Agents — Trust in Recommended Actions
- ISO/IEC 42001 AI Management System — Ownership of Decisioning Models
- NIST AI RMF Map, Measure, Manage — Risk Log for Personalisation
- Incremental Value Attribution — Separating Model Effect from Seasonality

Day 5: Practising the Customer Effort Reduction Playbook

- Effort Hotspot Diagnosis for a Telecom Billing Journey — Applying Driver Trees
- Verbatim Theme Report for Retail Returns — Applying Text Classification
- Action Ranking Design for a Retention Desk — Applying Arbitration Rules
- Test Plan with Holdout Groups — Applying Uplift Measurement
- Customer Effort Reduction Playbook — Recommendation to the Customer Leadership Team

Applying AI Next-Best-Action and Customer Effort Analytics After the Course

- Run a repeat contact analysis on the three journeys with the highest channel switching
- Launch one next-best-action test with a holdout group and suppression rules in place

AI Next-Best-Action and Customer Effort Analytics Questions FAQ

What is AI Next-Best-Action and Customer Effort Analytics and why does it matter now?

AI Next-Best-Action and Customer Effort Analytics is the practice of measuring customer effort with AI and choosing the right service or offer for each customer. It matters now because effort drives churn and decisioning tools act in real time.

Which roles gain most from AI Next-Best-Action and Customer Effort Analytics?

Customer experience managers, insight analysts and retention leads gain most from AI Next-Best-Action and Customer Effort Analytics. Contact centre and digital product owners also benefit.

How does AI Next-Best-Action and Customer Effort Analytics differ from a general customer journey analytics course?

AI Next-Best-Action and Customer Effort Analytics focuses on effort signals and the decision of what to do next for each customer, rather than mapping whole journeys. It goes deep into uplift testing, suppression and action ranking.

What do you bring back from AI Next-Best-Action and Customer Effort Analytics?

You bring back a playbook with an effort hotspot diagnosis, a verbatim theme report, an action ranking design and a holdout test plan.

AI Next-Best-Action and Customer Effort Analytics: The Way Forward

The Customer Effort Reduction Playbook first informs which friction points to fix and which actions to switch on in the app and on the agent desktop. Customer leaders, retention teams and insight analysts use it to set targets, suppression limits and test designs. After its first use, the perspective worth revisiting is how customers feel the change.