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COURSE BROCHURE

AI Contact Centre Routing and Agent Assist Course

21 – 25 March 2027
Dubai

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Registered in the United Kingdom and Saudi Arabia

AI Contact Centre Routing and Agent Assist Course

Ref: 1199_45030 **Date:** 21 – 25 March 2027 **Location:** Dubai **Fees:** 4900 GBP

AI Contact Centre Routing and Agent Assist is a 1-week training course for contact centre managers, customer experience leads and support supervisors who run virtual agents, intelligent routing and real-time agent guidance, and who leave with a Contact Centre AI Operating Plan. Customers now move between chat, voice and messaging and expect each channel to know their history. Jupiter Prime Training offers this course on AI contact centre routing and agent assist for leaders who must make those systems serve customers and staff.

Why AI Contact Centre Routing and Agent Assist Matter Now

Three groups shape AI in the contact centre today: customers who expect instant answers yet want a human when matters get complex, agents who handle harder residual contacts once bots absorb simple ones, and finance teams pressing for lower cost per contact. Centres that design routing, bots and assist tools well cut handling time and repeat calls while protecting trust; those that do not trap customers in loops and burn out agents. The course draws on ISO/IEC 42001, the international standard for an AI management system, and the NIST AI Risk Management Framework NIST AI RMF to set oversight, disclosure and monitoring rules.

Who Gains Most from AI Contact Centre Routing and Agent Assist

- Contact centre managers who own service levels, queues and staffing
- Customer experience leads who design journeys across chat, voice and messaging
- Support supervisors who coach agents and review contact quality
- Workforce planners who forecast volumes and schedule shifts
- Knowledge managers who maintain articles, scripts and answer libraries

A service leadership trio of a centre manager, a quality supervisor and a knowledge owner gains most, because routing, assist and content must change together.

AI Contact Centre Routing and Agent Assist Capabilities

Participants leave able to configure and govern the AI layer between customers and agents.

- Design intent-based and skills-based routing rules — queue owners and workforce planners
- Specify virtual agent scope, containment targets and escalation triggers — customers needing a human
- Apply sentiment and speech analytics to spot risk in live contacts — supervisors and complaint teams
- Build agent assist prompts, suggested replies and next steps — frontline agents
- Assess knowledge base quality for automated answer retrieval — knowledge managers
- Calculate service quality metrics that balance containment, effort and satisfaction — customer experience leads

Key AI Contact Centre Routing and Agent Assist Terms

- Intelligent routing — sending each contact to the bot, queue or agent best suited to its intent, value and urgency.
- Virtual agent — an automated assistant that handles customer conversations by chat or voice without a human.
- Containment rate — the share of contacts a virtual agent resolves without transfer to a person.
- Agent assist — real-time guidance that suggests answers, knowledge articles or next actions during a live contact.
- Sentiment analysis — detecting emotion and frustration in text or speech to trigger intervention or follow-up.
- Customer effort score — a measure of how easy customers found it to get their issue resolved.

AI Contact Centre Routing and Agent Assist Day by Day

Day 1: The AI-Enabled Contact Centre

- Omnichannel Journey Map — Chat, Voice, Messaging and Self-Service Paths
- Contact Driver Analysis — Which Intents Suit Automation
- Telecoms and Utilities Examples — Contrasting Contact Patterns
- Agent Experience Baseline — Workload, Handle Time and Burnout Signals
- Customer Trust Principles — Disclosure, Choice and Human Access

Day 2: Virtual Agents and Escalation

- Virtual Agent Scope Definition — Intents to Contain and Intents to Transfer
- Conversation Flow and Fallback Design — Avoiding Customer Loops
- Escalation Triggers — Sentiment, Repetition and Vulnerability Cues
- Warm Handover Context — Passing History So Customers Do Not Repeat
- Containment Versus Resolution Metrics — Avoiding False Success

Day 3: Intelligent Routing and Analytics

- Intent Detection Models — Classifying Contacts at First Utterance
- Skills-Based and Predictive Routing — Matching Contacts to Agents
- Sentiment and Speech Analytics — Live Alerts and Post-Contact Review
- Volume Forecasting With Machine Learning — Staffing and Shift Planning
- Queue Priority Rules — Value, Urgency and Fairness Balance

Day 4: Agent Assist, Knowledge and Oversight

- Agent Assist Configuration — Suggested Replies, Articles and Next Steps
- Knowledge Base Automation — Article Gaps, Freshness and Retrieval Quality
- Automated Quality Scoring — Reviewing Every Contact Instead of Samples
- ISO/IEC 42001 and NIST AI RMF Controls — Monitoring Bots and Assist Models
- Data Privacy in Recordings and Transcripts — Redaction and Retention

Day 5: Practising the Contact Centre AI Operating Plan

- Routing Redesign Exercise — Applying Day 3 Rules to a Case Queue
- Escalation Path Review — Testing Day 2 Triggers on Sample Conversations
- Assist and Knowledge Audit — Applying Day 4 Retrieval Checks
- Service Metric Scorecard — Containment, Effort, Satisfaction and Agent Load
- Contact Centre AI Operating Plan — Routing, Bots, Assist, Knowledge and Oversight

Applying AI Contact Centre Routing and Agent Assist After the Course

- Review the top ten contact intents and mark which to contain, assist or route directly to specialists.
- Audit escalation logs from the virtual agent for loops and repeated questions, then adjust triggers.

AI Contact Centre Routing and Agent Assist Questions FAQ

What is AI contact centre routing and agent assist and why does it matter now?

AI contact centre routing and agent assist use machine learning to direct contacts and guide agents in real time. It matters now because customers expect fast answers across channels while agents handle harder, more emotional contacts.

Which roles gain most from AI contact centre routing and agent assist training?

Contact centre managers, customer experience leads, supervisors and knowledge managers gain most. If you own queues, quality or content, the course helps you tune AI for customers and agents.

How does AI contact centre routing and agent assist differ from a customer experience leadership course?

AI contact centre routing and agent assist focuses on configuring and governing AI systems in service operations. A customer experience leadership course centres on coaching and team routines; this one designs bots, routing, assist and metrics.

What do you bring back from AI contact centre routing and agent assist training?

You bring back routing rules, escalation triggers, an assist and knowledge audit and a service metric scorecard ready for your centre.

AI Contact Centre Routing and Agent Assist: The Way Forward

The Contact Centre AI Operating Plan first informs which intents the virtual agent handles and which go straight to people. Centre managers, supervisors and knowledge owners use it to align routing, content and quality checks. After the first month live, the escalation triggers deserve another look, since real conversations reveal frustration patterns that design workshops miss.