

AI-Assisted Customer Experience and Support Course

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Overview

AI-Assisted Customer Experience and Support Course is a one-week foundation course for customer-experience managers, contact-center leaders, service-design teams, support managers, and quality teams, who leave with an AI-Assisted Customer Experience and Support Improvement Plan. Participants map journeys and contact reasons, prepare knowledge, design routing and agent assistance, set human handoffs, monitor quality, govern risks, and measure service outcomes. Agile Leaders Training Center provides training in AI-assisted customer experience and support.

Who Should Attend

- Customer-experience teams responsible for journeys, feedback, and outcomes
- Contact-center teams responsible for routing, service levels, and escalation
- Support teams responsible for resolution, knowledge, and customer communication
- Service-design teams responsible for channels and interaction workflows
- Quality teams responsible for monitoring, coaching, and complaint evidence
- Managers responsible for automation, governance, and performance decisions

The course assumes participants contribute to customer service, support, experience, quality, or contact-center decisions and leaves out coding, model development, marketing campaign design, and vendor-product administration.

Departments and Industries

The course supports AI-assisted customer experience and support across service environments.

- Customer experience and service-design functions
- Contact centers, help desks, and customer-support teams
- Quality, complaints, knowledge, and workforce-management teams
- Financial services, retail, and telecommunications organizations
- Healthcare, education, and public-service providers
- Travel, hospitality, utilities, and subscription services

Learning Objectives

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

- Analyze journeys, contact reasons, and service evidence
- Evaluate knowledge, intent, sentiment, and routing inputs
- Design automation, agent assistance, and human handoffs
- Apply quality, complaint, and responsible-use controls
- Build customer and operational outcome measures
- Create a customer experience and support improvement plan

Course Agenda

Day 1: Journey and Service Evidence

- Customer Journey and Contact Reason Map
- Customer Intent and Outcome Classification Tree
- Voice-of-Customer and Complaint Evidence Register
- Service Friction and Resolution Gap Canvas
- AI Support Use-Case Framing Template

Day 2: Knowledge and Assistance Design

- Service Knowledge Source and Ownership Inventory
- Knowledge Accuracy, Currency, and Access Checklist
- Agent Assistance Prompt and Evidence Card
- Self-Service and Human Handoff Decision Matrix
- Response Quality and Unsupported-Answer Test Sheet

Day 3: Routing and Service Operations

- Intent, Sentiment, Urgency, and Vulnerability Signal Map
- Case Routing and Prioritization Decision Table
- Personalization and Customer Suitability Checklist
- Workload Forecast and Staffing Support Model
- Escalation, Recovery, and Follow-Up Workflow

Day 4: Quality and Responsible Use

- ISO 10002 Complaint Handling Alignment Checklist
- ISO 18295-2 Contact Center Service Review
- NIST AI RMF Customer-Service Risk Canvas
- Privacy, Fairness, Human Oversight, and Appeal Register
- Customer Experience and Support Monitoring Dashboard

Day 5: Service Improvement Practice

- Suggested Exercise: Map Journeys and Contact Reasons
- Suggested Exercise: Test Knowledge and Agent Assistance
- Suggested Exercise: Design Routing and Human Handoffs
- Suggested Exercise: Define Quality and Risk Controls
- Capstone Exercise: AI-Assisted Customer Experience and Support Improvement Plan

Practical Exercises

The course uses suggested activities that turn customer and service evidence into governed improvement decisions.

- Suggested activity: map journeys, intents, complaints, friction, resolution gaps, and candidate use cases
- Suggested activity: inventory knowledge, test answer quality, design agent assistance, and set human handoffs
- Suggested activity: classify service signals, design routing, test suitability, forecast workload, and plan recovery
- Suggested activity: align complaint handling, set responsible-use controls, define measures, and build the plan

FAQs

Who suits AI customer experience and support training?

AI customer experience and support training suits experience, contact-center, support, service-design, quality, complaints, knowledge, and management teams. It assumes service decision experience and requires no AI programming.

How does AI customer support differ from AI marketing training?

AI customer support focuses on contact reasons, knowledge, routing, agent assistance, resolution, complaints, escalation, quality, and service outcomes. AI marketing focuses on audiences, campaigns, content, acquisition, conversion, and promotional performance.

How should teams design human handoffs in AI customer support?

Teams should define which intents, uncertainty levels, customer needs, vulnerability signals, complaints, risks, or failed resolutions require a human, along with ownership, context transfer, response time, escalation, and follow-up.

What should teams monitor in AI-assisted customer service?

Teams should monitor answer quality, containment, transfer, resolution, repeat contact, complaint outcomes, customer effort, satisfaction, accessibility, fairness, privacy events, agent adoption, escalation, and unsupported responses.

What belongs in an AI-Assisted Customer Experience and Support Improvement Plan?

The plan includes journeys, contact reasons, use cases, knowledge sources, assistance design, routing, handoffs, complaint controls, responsible-use risks, owners, measures, monitoring, recovery, and review decisions.

Conclusion

Participants take back an AI-Assisted Customer Experience and Support Improvement Plan connecting journey evidence, knowledge, routing, assistance, quality, risk controls, and outcomes. The plan makes human handoffs, complaint handling, ownership, monitoring, and recovery visible across service teams. It supports repeatable improvement while retaining customer care and accountable judgment.

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