



AI Customer Service Chatbot Operations Course

9 – 13 May 2027
Bangkok

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Overview

AI Customer Service Chatbot Operations Course is a five-day foundation course for customer service managers, contact center supervisors, service operations teams, knowledge managers, digital service teams, and chatbot product owners, who leave with a Customer Service Chatbot Operations and Control Plan. Participants define bounded service use cases, map intents and entities, control the chatbot knowledge base, design accessible conversation flows, establish human handoff, test answers, apply chatbot monitoring, and prepare failure recovery and governance controls. Agile Leaders Training Center provides training in governed customer-service chatbot operations.

Who Should Attend

- Customer service managers responsible for service automation
- Contact center supervisors responsible for escalation and agent coordination
- Service operations personnel responsible for workflows and controls
- Knowledge managers responsible for approved answers and source currency
- Digital service teams responsible for conversational channels
- Chatbot product owners responsible for quality, monitoring, and governance

The course assumes participants understand their customer-service processes and leaves out customer experience analytics, customer feedback analysis, sales chatbots, marketing automation, CRM administration, and technical model development.

Departments and Industries

The course supports controlled chatbot operations in service environments that require reliable answers and accountable escalation.

- Customer service and contact center departments
- Digital service and channel management teams
- Knowledge management and content operations functions
- Quality assurance, risk, and compliance teams
- Government, banking, healthcare, utilities, and telecommunications services
- Retail, hospitality, transport, and professional service organizations

Learning Objectives

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



- Select bounded customer-service use cases and define ownership
- Document intents, entities, customer utterances, and approved knowledge
- Design conversation flows, clarification, fallback, and human handoff
- Apply privacy, authentication, accessibility, and transaction boundaries
- Build test cases and chatbot monitoring for accuracy and failures
- Prepare a Customer Service Chatbot Operations and Control Plan

Course Agenda

Day 1: Service Scope and Use Cases

- Customer Service Use-Case Register
- Domain and Topic Boundary Map
- Automation Suitability Screen
- Service Owner and Approval Matrix
- Customer Risk and Escalation Criteria

Day 2: Intents, Knowledge, and Answers

- Intent and Entity Definition Sheet
- Customer Utterance Example Set
- Knowledge Source and Owner Register
- Approved Answer and Citation Check
- Chatbot Knowledge Base Freshness Log

Day 3: Conversation Flows and Human Handoff

- Conversation Flow and Step Map
- Clarification and Fallback Pattern
- Authentication and Transaction Boundary
- Human Handoff Context Package
- Accessibility and Conversation History Check

Day 4: Testing, Monitoring, and Recovery

- Chatbot Test Case Library
- Answer Accuracy and Resolution Review
- Failure and Misroute Log
- Chatbot Monitoring and Feedback Dashboard
- Deactivation and Service Recovery Plan



Day 5: Customer Service Chatbot Practice

- Suggested Exercise: Bound the Service Use Case
- Suggested Exercise: Define Intents and Approved Knowledge
- Suggested Exercise: Map Conversation and Human Handoff
- Suggested Exercise: Test, Monitor, and Recover Service
- Capstone Exercise: Customer Service Chatbot Operations and Control Plan

Practical Exercises

The course uses suggested activities that turn a service need into a governed chatbot operating model.

- Suggested activity: screen a use case, set domain boundaries, assign owners, and define escalation criteria
- Suggested activity: document intents, entities, sample utterances, sources, approvals, and knowledge freshness
- Suggested activity: map a conversation, clarification, fallback, authentication boundary, accessibility, and agent transfer
- Suggested activity: assemble tests, review answer quality, record failures, configure monitoring, and plan recovery

FAQs

Who suits AI customer service chatbot operations training?

AI customer service chatbot operations training suits service managers, supervisors, knowledge teams, digital service personnel, and product owners who govern customer conversations. It requires no programming.

How does this course differ from customer experience analytics?

This course focuses on chatbot service scope, knowledge, conversations, handoffs, tests, monitoring, and recovery. Experience analytics and general customer feedback analysis are outside its scope.

What belongs in a chatbot knowledge base?

A chatbot knowledge base should contain approved answers, source references, owners, effective dates, customer-safe wording, limits, related intents, escalation rules, and a controlled update history.

When should a chatbot use human handoff?

Human handoff is appropriate when identity, risk, emotion, ambiguity, policy exceptions, transactions, vulnerability, complaints, or repeated failure exceed the chatbot's approved operating boundary.



What belongs in a Customer Service Chatbot Operations and Control Plan?

The plan should include use cases, boundaries, owners, intents, knowledge sources, conversation flows, authentication rules, accessibility checks, handoffs, test cases, chatbot monitoring, failure logs, deactivation criteria, and recovery actions.

Conclusion

Participants take back a Customer Service Chatbot Operations and Control Plan connecting service scope, intents, approved knowledge, conversation flows, accessibility, privacy, human handoff, testing, chatbot monitoring, and recovery. It provides a practical basis for controlled automation, reliable answers, and accountable customer support.