

Mastering Customer Service in the Age of AI: Skills, and Strategies

25 – 29 January 2027
Barcelona

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Ref: 36064_5286 **Date:** 25 – 29 January 2027 **Location:** Barcelona **Fees:** 5700 Euro

Course Overview:

In today's competitive business landscape, customer service and sales automation are increasingly interconnected; they collaborate to create seamless and personalized customer experiences. The course on Excellence in Customer Service and Sales Automation in the Age of Artificial Intelligence combines AI-powered customer service techniques with AI-driven sales strategies. Participants will gain the skills needed to excel in both areas.

Target Audience:

- Customer service professionals
- Sales representatives
- Business development executives
- Call centre agents
- Account managers
- CRM and marketing specialists

Targeted Organizational Departments:

- Customer service departments
- Sales and business development teams
- Marketing and CRM teams
- Call centres
- Digital transformation and innovation departments

Targeted Industries:

- Retail
- Hospitality
- Banking and financial services
- Telecommunications
- E-commerce and SaaS
- Technology and professional services

Course Offerings:

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

- Leverage AI for lead generation and qualification to automate prospecting
- Utilize AI sales assistants to streamline responses, follow-ups, and customer outreach
- Optimize the entire sales cycle using AI to enhance efficiency at each stage
- Apply customer segmentation tools to deliver hyper-personalized sales and service experiences
- Integrate AI customer service technologies with sales strategies for cohesive customer journeys

Training Methodology:

This course offers immersive, hands-on training that combines theoretical knowledge with practical AI tool applications. Sessions include expert-led presentations, live demonstrations, and discussions on balancing AI automation with human-centred sales and service.

Participants will engage in:

- Case studies of successful AI-driven customer service and sales strategies
- Group activities simulating AI-assisted lead qualification and customer personalization
- Role-playing exercises for AI-assisted follow-ups and sales conversations
- Feedback sessions to evaluate how AI enhances or limits customer experiences
- Interactive workshops on building AI-enhanced customer service and sales strategies

Course Toolbox:

- Comprehensive ebooks
- Reading materials and guides
- Online resources for AI tools in customer service and sales automation
- Checklists and templates for implementing AI-driven sales strategies
- Case study library focusing on AI in sales, lead generation, and customer service

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Course Agenda:

Day 1: Introduction to AI in Customer Service and Sales

- **Topic 1:** Evolution from Traditional to AI-Driven Sales & Service
- **Topic 2:** AI for 24/7 Customer Support & Automated Lead Follow-Ups
- **Topic 3:** Personalization at Scale with AI-Driven Recommendations
- **Topic 4:** Streamlining the Marketing & Sales Funnel with AI
- **Topic 5:** AI-Enhanced Surveys & Customer Feedback Collection
- **Topic 6:** Balancing AI Automation with Human Empathy
- **Reflection & Review:** Key takeaways and discussion on applying AI in customer service and sales

Day 2: AI-driven Content Generation and Customer Segmentation

- **Topic 1:** AI in Sales & Service Content Generation
- **Topic 2:** AI-Powered Multilingual Outreach & Customer Service
- **Topic 3:** Smart Customer Segmentation with Predictive AI Insights
- **Topic 4:** Proactive AI Retention Strategies for Sales & Service
- **Topic 5:** Hyper-Personalized Experiences with AI Recommendations
- **Topic 6:** Personalization vs Privacy - Balancing Customization and Ethics
- **Reflection & Review:** Group reflection on best practices for AI-driven segmentation and content

Day 3: AI for Conversational Sales and Follow-Ups

- **Topic 1:** AI-Powered Sales Assistants for Follow-Ups
- **Topic 2:** AI for Analyzing Customer and Prospect Feedback
- **Topic 3:** Using Generative AI for Sales Conversations
- **Topic 4:** Predictive Insights to Forecast Customer Needs
- **Topic 5:** Case Study: AI-Driven Sales Success Stories
- **Topic 6:** Measuring AI's Impact on Sales Team Performance
- **Reflection & Review:** Lessons learned on optimizing follow-ups and feedback loops with AI

Day 4: Risks, Ethics, and Human Oversight

- **Topic 1:** Risks of Over-Automating Sales & Service Processes
- **Topic 2:** Case Studies of AI Failures in Customer Service & Sales
- **Topic 3:** Importance of Human Oversight in AI-Driven Sales
- **Topic 4:** Ethical Use of AI in Sales & Customer Data Management
- **Topic 5:** Best Practices for Responsible AI Use
- **Topic 6:** Building a Framework for AI Governance in Sales & Service
- **Reflection & Review:** Identifying the limits of AI and safeguarding customer trust

Day 5: Building Your AI-Driven Service & Sales Strategy

- **Topic 1:** Elements of an AI-Powered Sales & Service Strategy
- **Topic 2:** Aligning AI Tools Across Customer Journeys
- **Topic 3:** Best Practices for Continuous AI Optimization
- **Topic 4:** Case Study: Excellence in AI-Driven Sales & Service
- **Topic 5:** Ongoing Training for AI in Customer Service & Sales
- **Topic 6:** Drafting Personalized Action Plans for AI Integration
- **Reflection & Review:** Final review and participant action plans for AI adoption

FAQ:

- ### What specific qualifications or prerequisites are needed for participants before enrolling in the course?

  This course is designed for professionals with experience in sales, customer service, or marketing. No advanced technical knowledge is required; familiarity with customer journeys is recommended.

- ### How long is each day's session, and is there a total number of hours required for the entire course?

  Each day includes 4-5 hours of training, totalling approximately 20-25 hours across one week.

- ### How does AI support both sales and customer service teams simultaneously?

  AI tools help unify customer data, providing personalized insights that guide both customer service responses and sales strategies. AI ensures the right message reaches the right customer at the right time, optimizing both customer satisfaction and sales performance.

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How This Course is Different from Other Excellence in Customer Service Courses:

Excellence in Customer Service and Sales Automation in the Age of Artificial Intelligence is a unique program that integrates practical AI applications for sales and customer service teams. It not only teaches AI concepts but also includes hands-on exercises with tools for lead generation, sales follow-ups, and customer segmentation.

Participants will master to implementation of AI-driven strategies while maintaining human empathy, covering the entire customer and sales lifecycle. This course's focus on sales automation, customer service enhancement, and ethical AI makes it essential for forward-thinking organizations.