

AI for Customer Experience

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with leading technologies to bring world-class one-on-one and certification training. Intending to empower professionals and businesses across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training, a comprehensive learning solution with lifetime e-learning access, after-training support and globally recognized training certificates.

About Course

AI for Customer Experience Training by Multisoft Systems provides a practical understanding of how artificial intelligence is reshaping the way organizations understand, engage, and support their customers. The course explores Generative AI, conversational AI, intelligent personalization, customer analytics, sentiment analysis, predictive insights, customer service automation, and journey optimization. Participants learn how AI can be applied across different customer touchpoints to anticipate needs, deliver more relevant interactions, improve service efficiency, and strengthen customer engagement. The program also addresses responsible AI, data privacy, governance, and human-AI collaboration, helping professionals approach AI-enabled CX initiatives with both business value and customer trust in mind.

Module 1: Introduction to AI for Customer Experience

- ✓ Understanding Customer Experience (CX)
- ✓ Evolution of Customer Experience Management
- ✓ Role of AI in Modern CX Strategies
- ✓ AI, Machine Learning, NLP, and Generative AI in CX
- ✓ Traditional CX vs. AI-Enabled CX
- ✓ Customer-Centric AI Operating Models
- ✓ Key AI Opportunities Across the Customer Lifecycle
- ✓ Understanding AI-Augmented vs. AI-Automated Experiences
- ✓ Business Value and Challenges of AI Adoption in CX
- ✓ Industry Examples and CX Transformation Scenarios

Module 2: Customer Data and AI-Driven Customer Intelligence

- ✓ Understanding Customer Data Ecosystems
- ✓ First-Party, Transactional, Behavioral, and Interaction Data
- ✓ Structured and Unstructured Customer Data
- ✓ Creating Unified Customer Profiles
- ✓ Customer Data Platforms and CRM Data
- ✓ Identity Resolution and Customer Data Matching
- ✓ Data Quality and Data Preparation for AI
- ✓ Customer Interaction and Behavioral Signals
- ✓ Turning Customer Data into Actionable Intelligence
- ✓ Real-Time Customer Context
- ✓ Customer 360 Concepts

- ✓ Data Readiness Assessment for CX AI Initiatives

Module 3: AI-Powered Customer Segmentation and Personalization

- ✓ Traditional vs. AI-Based Customer Segmentation
- ✓ Behavioral and Predictive Segmentation
- ✓ Dynamic Customer Segments
- ✓ Customer Propensity Modeling
- ✓ Understanding Customer Preferences and Intent
- ✓ Recommendation Systems
- ✓ Personalized Product and Service Recommendations
- ✓ Next-Best-Action and Next-Best-Offer Concepts
- ✓ Contextual Personalization
- ✓ Real-Time Personalization
- ✓ Personalizing Digital Customer Experiences
- ✓ Balancing Personalization and Customer Privacy
- ✓ Measuring Personalization Effectiveness

Module 4: Conversational AI, Chatbots, and Virtual Assistants

- ✓ Fundamentals of Conversational AI
- ✓ Chatbots vs. AI Virtual Assistants
- ✓ Natural Language Processing in Customer Interactions
- ✓ Natural Language Understanding and Intent Recognition

- ✓ Entities, Context, and Conversation Management
- ✓ Designing Conversational Customer Journeys
- ✓ Knowledge-Based Customer Assistance
- ✓ Retrieval-Augmented Generation Concepts for Customer Support
- ✓ Multi-Turn Conversations
- ✓ Handling Ambiguous Customer Queries
- ✓ Context Retention in Conversations
- ✓ Automated Self-Service Experiences
- ✓ Voice Bots and AI-Powered Voice Interaction
- ✓ Human Agent Escalation
- ✓ Conversation Quality and Performance Metrics
- ✓ Common Conversational AI Failure Scenarios

Module 5: Generative AI for Customer Experience

- ✓ Introduction to Generative AI in CX
- ✓ Large Language Models and Customer-Facing Applications
- ✓ Generating Context-Aware Customer Responses
- ✓ AI-Assisted Email and Messaging
- ✓ Customer Communication Generation
- ✓ Personalized Content Generation
- ✓ Generative AI for Customer Support
- ✓ Automated Response Summarization
- ✓ Customer Interaction Summaries
- ✓ Knowledge Article Generation and Enhancement
- ✓ Prompt Design for CX Applications
- ✓ Grounding AI Responses in Enterprise Knowledge

- ✓ Retrieval-Augmented Generation for CX
- ✓ Managing Hallucinations and Response Accuracy
- ✓ Human-in-the-Loop Review
- ✓ Generative AI Quality Evaluation
- ✓ Enterprise GenAI Use Cases Across Customer Journeys

Module 6: Sentiment Analysis and Voice of the Customer

- ✓ Understanding Voice of the Customer (VoC)
- ✓ Sources of Customer Feedback
- ✓ AI-Based Text Analytics
- ✓ Sentiment Classification
- ✓ Emotion and Intent Detection
- ✓ Topic and Theme Identification
- ✓ Analyzing Customer Reviews
- ✓ Social and Digital Feedback Analysis
- ✓ Survey Response Analysis
- ✓ Contact Center Conversation Analytics
- ✓ Speech and Text Analytics
- ✓ Identifying Customer Pain Points
- ✓ Detecting Emerging Customer Issues
- ✓ Root-Cause Analysis Using Customer Feedback
- ✓ Turning VoC Insights into CX Actions

Module 7: Predictive Analytics for Customer Behavior

- ✓ Introduction to Predictive CX

- ✓ Customer Behavior Modeling
- ✓ Customer Propensity Analysis
- ✓ Purchase and Engagement Prediction
- ✓ Customer Churn Prediction
- ✓ Retention Risk Identification
- ✓ Customer Lifetime Value Concepts
- ✓ Predicting Service Needs
- ✓ Customer Intent Prediction
- ✓ Lead and Customer Scoring
- ✓ Proactive Customer Engagement
- ✓ Next-Best-Action Prediction
- ✓ Using Predictive Insights for Retention Strategies
- ✓ Evaluating Predictive Model Outcomes

Module 8: AI-Driven Customer Journey and Experience Optimization

- ✓ Understanding Customer Journey Mapping
- ✓ Customer Touchpoints and Moments That Matter
- ✓ Combining Journey Data with AI
- ✓ AI-Based Journey Analysis
- ✓ Identifying Journey Friction
- ✓ Detecting Customer Drop-Off Patterns
- ✓ Journey Path Analysis
- ✓ Customer Intent Across Journey Stages
- ✓ Real-Time Journey Orchestration

- ✓ Personalized Journey Experiences
- ✓ Trigger-Based Customer Interactions
- ✓ Proactive Experience Management
- ✓ Journey Optimization Using AI Insights
- ✓ Measuring Journey-Level Performance

Module 9: AI for Customer Service and Agent Augmentation

- ✓ AI Transformation of Customer Service
- ✓ Intelligent Case Classification
- ✓ Automated Case Routing and Prioritization
- ✓ AI-Assisted Customer Query Resolution
- ✓ Agent Assist Capabilities
- ✓ Real-Time Agent Recommendations
- ✓ Suggested Responses
- ✓ Knowledge Retrieval for Service Agents
- ✓ Interaction Summarization
- ✓ Automated Case Notes
- ✓ Customer Intent and Sentiment Alerts
- ✓ Service Quality Monitoring
- ✓ Contact Center Analytics
- ✓ AI-Based Quality Management
- ✓ Workforce Productivity with AI
- ✓ Balancing Automation and Human Service
- ✓ Measuring Agent and Service Performance

Module 10: CX Automation and Omnichannel AI

- ✓ Understanding Intelligent CX Automation
- ✓ AI-Driven Workflow Automation
- ✓ Automating Repetitive Customer Interactions
- ✓ Event-Driven Customer Engagement
- ✓ AI Across Web, Mobile, Email, Chat, and Voice
- ✓ Omnichannel Customer Context
- ✓ Maintaining Conversation Continuity Across Channels
- ✓ Channel Preference Prediction
- ✓ Automated Customer Notifications
- ✓ Intelligent Routing Across Channels
- ✓ Integrating CRM, Contact Center, and AI Systems
- ✓ API and Integration Considerations
- ✓ Real-Time Decisioning
- ✓ Designing Consistent AI-Assisted Omnichannel Experiences

Module 11: Responsible AI, Privacy, Governance, and CX Measurement

- ✓ Responsible AI Principles for Customer Experience
- ✓ Customer Data Privacy Considerations
- ✓ Consent and Data Usage
- ✓ Transparency in AI-Driven Interactions
- ✓ Bias and Fairness in Customer-Facing AI
- ✓ Explainability and Customer Trust
- ✓ AI Security Considerations

- ✓ Human Oversight and Escalation
- ✓ Governance for Generative AI
- ✓ AI Risk Identification
- ✓ Monitoring AI Responses and Decisions
- ✓ CX Metrics and AI Performance Metrics
- ✓ Customer Satisfaction (CSAT)
- ✓ Net Promoter Score (NPS)
- ✓ Customer Effort Score (CES)
- ✓ First Contact Resolution and Service Metrics
- ✓ Measuring AI Adoption and Automation
- ✓ Connecting AI Initiatives with Business Outcomes

Module 12: AI for CX Implementation, Use Cases, and Capstone Project

AI for CX Implementation

- ✓ Identifying High-Value CX Use Cases
- ✓ CX AI Opportunity Assessment
- ✓ Assessing Data and Technology Readiness
- ✓ Prioritizing AI Use Cases
- ✓ Defining Business and Customer Outcomes
- ✓ Selecting Appropriate AI Approaches
- ✓ Proof of Concept and Pilot Planning
- ✓ AI Integration Considerations
- ✓ Change Management and User Adoption
- ✓ Scaling AI Across Customer Operations

- ✓ Continuous Monitoring and Improvement

Industry and Functional Use Cases

- ✓ AI for Retail Customer Experience
- ✓ AI for Banking and Financial Services
- ✓ AI for Telecommunications
- ✓ AI for E-Commerce
- ✓ AI for Travel and Hospitality
- ✓ AI for Healthcare Customer Interactions
- ✓ AI for B2B Customer Experience
- ✓ AI for Contact Centers
- ✓ AI for Customer Retention and Loyalty

Capstone Project

- ✓ Identify a Customer Experience Challenge
- ✓ Define the Customer Journey and Pain Points
- ✓ Select Appropriate AI Capabilities
- ✓ Design an AI-Enabled CX Solution
- ✓ Define Customer Data Requirements
- ✓ Plan Human and AI Interaction
- ✓ Define Governance and Risk Controls
- ✓ Establish CX and Business KPIs
- ✓ Present the AI for CX Implementation Roadmap