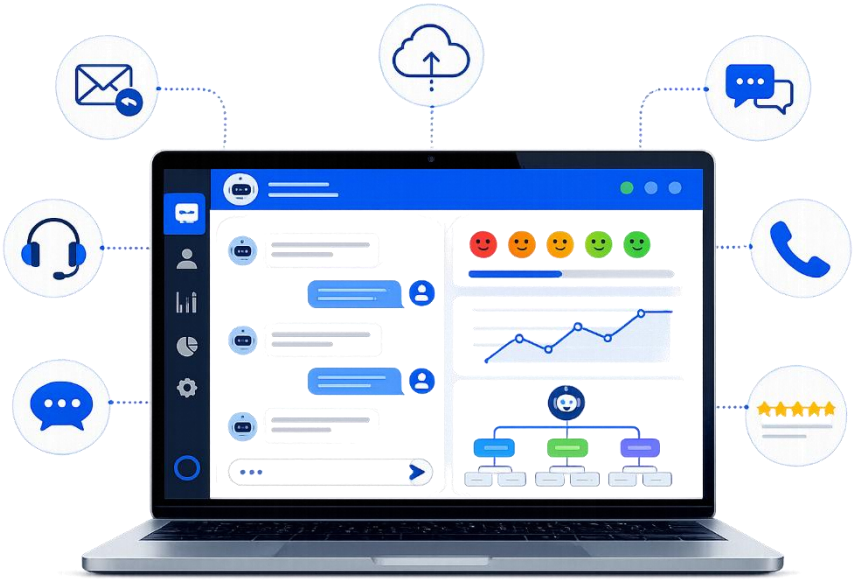
INTERNATIONAL TRAINING INSTITUTE



AI FOR CUSTOMER SERVICE

LEVEL 1: 2-Day Short Course

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Course Overview

This two day short course is designed to help professionals and business owners use the power of Artificial Intelligence to begin transforming how they deliver customer service. Whether participants are completely new to AI or have only explored a few tools briefly, this course will show them how to use AI practically to improve every stage of the customer journey.

Participants will learn how to write effective AI instructions, build and manage a knowledge base, create an intelligent chatbot for their website, set up automatic replies, and build a bot that explains their products and services to customers automatically. All of this is delivered without any programming or technical background required.

Every module is practical and hands on, using real business scenarios so that every skill learned can be applied immediately in the workplace. By the end of the course, participants will have built working AI customer service tools and will leave with a clear plan to implement what they have learned in their own organisation.

No coding or technical background is required. A basic ability to use a laptop or tablet and browse the internet is all that is needed.

Learning Outcomes

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

1. Understand what Artificial Intelligence is and how it is transforming customer service in modern businesses
2. Write effective instructions that produce accurate and useful results from any AI tool
3. Build and manage a knowledge base that gives an AI chatbot accurate information to work with
4. Create and deploy a chatbot on a business website without any coding or technical knowledge
5. Set up automatic replies for customer inquiries through messaging and email platforms
6. Build a bot that explains business products and services to customers automatically at any time of day

Day 1: Foundations and Customer Communication

Module 1: Introduction to AI and Customer Service

Topics Covered:

1. What Artificial Intelligence is and how it works
2. How AI is changing the way businesses deliver customer service across industries and around the world
3. An overview of all topics and skills covered across the two days of the course
4. Real-world examples from industries including banking, telecommunications, retail and government services
5. What AI can do and what it cannot do so participants begin with realistic and grounded expectations
6. The role of AI as a support tool that assists staff rather than replacing human involvement
7. A brief introduction to responsible AI use and the importance of protecting customer information

Learning Outcome:

Participants will be able to explain what Artificial Intelligence is and how it works, describe how it is changing customer service across different industries, and feel fully prepared and confident to engage with all practical activities covered throughout the course.

Module 2: Prompt Engineering Basics

Topics Covered:

1. What a prompt is and how it is used to give instructions to an AI tool
2. Why well written instructions produce more accurate and useful results from any AI tool
3. The four key elements of an effective instruction including the role, context, task and expected format
4. Common mistakes when giving instructions to AI and how to correct them for better outcomes
5. Writing instructions specifically for customer service tasks including responding to complaints, generating FAQs and drafting follow up messages
6. Hands on practice where participants write and test real customer service instructions using a live AI tool
7. How to refine and improve instructions to consistently get better results from AI over time

Learning Outcome:

Participants will be able to write clear and effective instructions that produce accurate and useful results from any AI tool, and apply this skill across all practical activities covered throughout the course.

Module 3: Knowledge Base Setup

Topics Covered:

1. What a knowledge base is and why every AI customer service system depends on having accurate content to draw from
2. How a knowledge base works as the information source behind chatbots and product explanation tools
3. The types of content to include in a knowledge base such as frequently asked questions, product details, service policies and business procedures
4. How to use AI tools to automatically generate FAQ content tailored to a specific business
5. How to structure and organise content so that AI can locate and use it accurately when responding to customers
6. Hands on activity where participants build a basic knowledge base for a business scenario using online tools

Learning Outcome:

Participants will be able to plan, create and structure a knowledge base that provides accurate and consistent information to power chatbots and all other AI customer service tools covered throughout the course.

Module 4: Website Chatbot

Topics Covered:

1. What a website chatbot is and how it engages customers with instant responses 24 hours a day
2. How to build a chatbot using a visual drag and drop interface without any programming knowledge
3. Creating a welcome message and designing a basic customer conversation flow from start to finish
4. Connecting the knowledge base to the chatbot so it responds with accurate and relevant information

5. Testing the chatbot live where participants interact with and evaluate each other's work

Learning Outcome:

Participants will be able to build and deploy a working website chatbot, connect it to a knowledge base, test it using customer scenarios.

Day 2: Communication Tools and Customer Engagement

Module 5: Auto Reply to Customers

Topics Covered:

1. What auto reply is and how it saves staff time while ensuring customers receive an instant response
2. Setting up automatic greeting messages and away messages on business messaging platforms
3. Creating quick reply templates for the most frequently asked customer questions
4. Setting up professional automatic replies for incoming customer emails
5. How to use AI to write polished and professional auto reply messages for any situation
6. How to handle after hours customer contact so expectations are managed outside business hours
7. Hands on activity where participants set up auto reply messages for a business scenario

Learning Outcome:

Participants will be able to set up automatic reply systems across messaging and email platforms, create professional response templates using AI, and ensure customers always receive a consistent and timely response at any hour of the day.

Module 6: Product Explanation Bot

Topics Covered:

1. What a product explanation bot is and how it differs from a general purpose customer service chatbot
2. How to configure a bot to understand and accurately explain specific products and services
3. Building a focused bot that handles product related inquiries including pricing, availability, features and comparisons
4. Connecting product information from the knowledge base so the bot always responds with up to date content
5. Testing the product bot using real customer questions in a live environment

6. Hands on activity where participants build a product bot for a retail or service business scenario.

Learning Outcome:
Participants will be able to build and deploy a product explanation bot that accurately answers customer product questions automatically, reducing the volume of basic product inquiries that require direct staff involvement.

Who Should Attend

1. Business owners and managers who want to improve how their business handles customer inquiries and service delivery
2. Customer service officers and frontline support staff across any industry or sector
3. Sales, operations, marketing and administrative professionals who interact with customers regularly
4. Government and public sector officers responsible for managing public inquiries and delivering citizen services
5. Information technology officers who are supporting digital transformation and AI adoption in their organisation
6. Students and graduates seeking practical and in demand AI skills relevant to the modern workplace

Prerequisites

No prior experience with AI tools or any form of programming is required. A basic ability to use a laptop or tablet and navigate the internet is sufficient preparation for this course. All tools and platforms used throughout the two days are freely available online and require no prior setup before attending.

Course Duration	2 Days 9:00 AM to 5:00 PM
Mode	Face to Face and Instructor-Led

Certification

Participants who successfully complete the course and actively participate in all practical activities across the two days will be awarded a Certificate of Attainment from the International Training Institute.