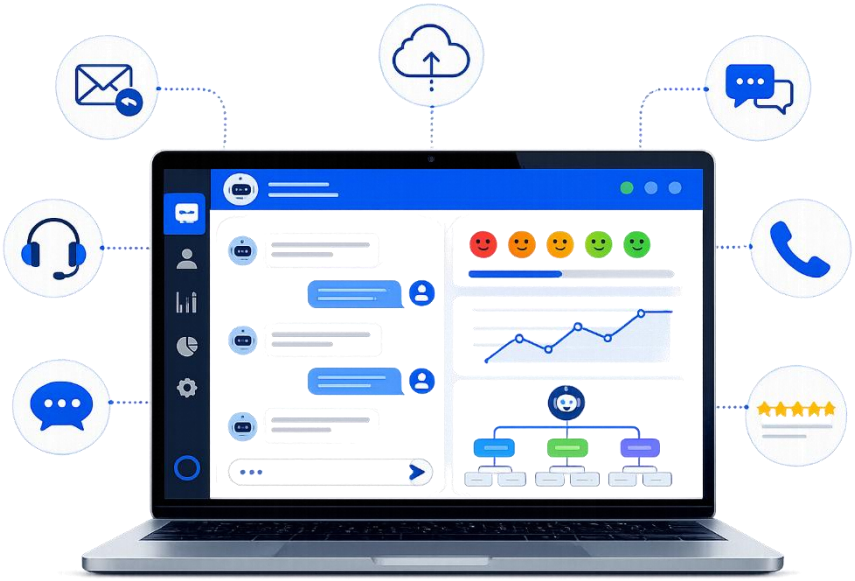


AI FOR CUSTOMER SERVICE

LEVEL 2: 2-Day Short Course

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Course Overview

This two day short course is designed for professionals and business owners who have completed Level 1 and are ready to advance their AI customer service skills. Building on the foundations already established, this course takes participants deeper into automation, intelligent analysis and strategic implementation.

Participants will learn how to design and build automated workflows that connect all business tools together, deploy AI powered voice agents that handle customer phone inquiries, analyse customer emotions to prioritise responses, predict future customer behaviour, and measure the performance of their entire AI customer service system. 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 advanced 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. Design and build automated workflows that connect all business tools without manual effort
2. Set up and configure an AI powered voice agent that handles customer phone inquiries
3. Use sentiment analysis to detect customer emotions and prioritise urgent responses
4. Understand how centralised customer data management improves service consistency and personalisation
5. Use AI to predict customer behaviour and identify at risk customers before problems occur
6. Read and interpret performance dashboards to measure and improve AI customer service results

Day 1: Automation and AI Tools

Module 1: Workflow Automation

Topics Covered:

1. What workflow automation is and how it eliminates repetitive manual tasks from daily customer service operations
2. How automation connects multiple business tools so they work together without any manual intervention
3. How a visual workflow builder works using triggers, conditions and actions arranged in a logical sequence
4. Building a practical automation where a customer inquiry through a messaging platform automatically creates a support ticket
5. Building a second automation where a message received outside business hours triggers an auto reply and a morning alert to staff
6. How to connect messaging platforms, AI tools, email and data storage systems in a single automated flow
7. Best practices for designing automation workflows that are reliable, easy to manage and simple to update

Learning Outcome:

Participants will be able to design and build working automation workflows that connect multiple business tools, understand how triggers and actions control the flow of information, and describe how automation removes time consuming manual tasks from customer service operations.

Module 2: AI Voice and Call Handling

Topics Covered:

1. What an AI voice agent is and how it handles customer phone calls automatically without a human operator
2. How AI voice technology works including how it listens to, understands and responds to spoken customer inquiries
3. How to configure a basic AI voice agent to handle common customer service call scenarios
4. Writing call scripts and response guides so the AI voice agent handles inquiries accurately and professionally
5. A live demonstration where participants interact directly with a working AI voice agent

6. When an AI voice agent should be used and when a call should be transferred to a human staff member
7. How call interaction data is automatically stored and connected to the wider customer service workflow

Learning Outcome:
Participants will be able to explain how AI voice agents work, configure a basic voice agent for a customer service scenario, and describe how call data connects automatically into the broader AI customer service system built throughout the course.

Day 2: Intelligence, Integration and Strategy

Module 3: Sentiment Analysis

Topics Covered:

1. What sentiment analysis is and how AI identifies the emotion behind a customer message
2. The three core sentiment categories of positive, negative and neutral and what they mean for customer service response
3. Why detecting frustrated or angry customers early prevents escalation and protects business reputation
4. A live demonstration where AI analyses real customer messages and displays the detected emotion instantly
5. Hands on activity where participants submit their own customer message scenarios and observe the AI response in real time
6. How sentiment detection can be connected to automation workflows so that urgent messages are flagged and staff are notified automatically

Learning Outcome:
Participants will be able to explain what sentiment analysis is, demonstrate it using a live AI tool, and describe how it integrates into a customer service workflow to automatically surface and prioritise negative customer interactions before they escalate further.

Module 4: Predictive Analytics

Topics Covered:

1. What predictive analytics is and how AI uses past customer behaviour to forecast what is likely to happen next
2. How to identify customers who may stop buying, predict when complaints will increase and recognise high value customers
3. A live demonstration where sample business data is submitted to an AI tool and predictions are generated instantly
4. Hands on activity where participants create their own business scenario and run a live customer behaviour prediction
5. How predictive insights lead to proactive business action including sending personalised offers and reaching out to at risk customers
6. The difference between reporting on what has already happened versus predicting what will happen next
7. An introduction to the types of data that support predictive analysis in a business environment

Learning Outcome:

Participants will be able to explain what predictive analytics is, run a basic customer behaviour prediction using a live AI tool, and describe how forward looking insights can be used to take proactive action that retains customers and continuously improves service quality.

Module 5: Reporting and Analytics

Topics Covered:

1. Why measuring the performance of an AI customer service system is essential for understanding what is working and what needs to improve
2. The key metrics every business should monitor including average response time, total inquiry volume, resolution rate and customer satisfaction score
3. A walkthrough demonstration of a live customer service performance dashboard and how to read and interpret the data it displays
4. How automation workflows collect data from all tools across the system and feed it automatically into a single reporting view

5. How to set up a simple weekly performance summary that gives management a clear picture of AI customer service results
6. How to use reporting data to make informed decisions and continuously refine the AI customer service system over time

Learning Outcome:
Participants will be able to identify the key metrics that measure AI customer service performance, read and interpret a live reporting dashboard, and use data insights to make informed decisions that improve the overall system built and configured throughout the course.

Who Should Attend

1. Business owners and managers who have completed Level 1 and want to advance their AI customer service capabilities
2. Customer service officers and frontline support staff who are ready to move beyond the basics
3. Sales, operations, marketing and administrative professionals looking to automate and improve customer interactions
4. Government and public sector officers who want to implement advanced AI tools in their service delivery
5. Information technology officers who are leading AI adoption and digital transformation in their organisation
6. Students and graduates who have completed Level 1 and want to build on their AI customer service skills

Prerequisites

Completion of the AI for Customer Service Level 1 course is required before attending this course. A basic ability to use a laptop or tablet and navigate the internet is all that is needed. 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.