Generative AI for Customer Support Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the era of digital transformation, Generative AI is revolutionizing the way organizations engage with customers. Generative AI for Customer Support Training Course empowers professionals to leverage cutting-edge AI-driven customer support solutions, enabling faster response times, personalized interactions, and seamless omnichannel experiences. Participants will gain practical insights into deploying AI chatbots, virtual assistants, and NLP tools, ensuring they can enhance customer satisfaction, operational efficiency, and brand loyalty. The course emphasizes real-world applications, equipping learners with the skills to implement scalable AI solutions that address evolving customer expectations.

This program offers a comprehensive roadmap to mastering Generative AI in customer support, covering everything from prompt engineering and conversational AI design to analytics-driven decision making. By the end of the course, participants will confidently create AI-powered workflows, optimize support ticket resolution, and reduce operational costs while maintaining high-quality customer experiences. Through a mix of hands-on exercises, live demonstrations, and industry case studies, learners will acquire actionable strategies to stay ahead in the fast-evolving field of AI-enabled customer service.

Programme Curriculum

Generative AI for Customer Support Training Course

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Course Duration

5 days

Course Objectives

1. Understand the fundamentals of Generative AI and its applications in customer support.
2. Implement AI-powered chatbots and virtual assistants for real-time customer engagement.
3. Apply Natural Language Processing (NLP) techniques to enhance customer interactions.
4. Design AI-driven omnichannel support strategies for seamless experiences.
5. Optimize ticket triaging and resolution workflows using AI.
6. Integrate predictive analytics to anticipate customer needs.
7. Develop effective prompt engineering skills for conversational AI.
8. Measure and improve customer satisfaction and sentiment analysis using AI tools.
9. Leverage AI personalization algorithms for tailored support solutions.
10. Evaluate ethical and compliance considerations in AI customer support.
11. Build scalable AI infrastructure for enterprise-level support.
12. Analyze real-world AI use cases to drive business outcomes.
13. Apply continuous learning frameworks to keep AI models up-to-date.

Target Audience

1. Customer Support Managers
2. AI/ML Enthusiasts and Practitioners
3. CX (Customer Experience) Professionals
4. IT and Operations Managers
5. Digital Transformation Leaders
6. Business Analysts in Customer Service
7. Chatbot and Virtual Assistant Developers
8. Technical Support Specialists

Course Modules

Module 1: Introduction to Generative AI in Customer Support

- Overview of Generative AI technologies and trends
- Role of AI in modern customer service
- Case Study: AI transformation at a global telecom company
- Understanding AI models for support workflows
- Identifying opportunities for AI integration

Module 2: Conversational AI and Chatbots

- Building intelligent chatbots for customer queries
- Designing context-aware AI conversations
- Case Study: AI chatbot implementation in e-commerce
- Handling FAQs and complex queries with AI
- Tools and frameworks for chatbot deployment

Module 3: Natural Language Processing (NLP) for Customer Support

- Introduction to NLP and text analytics
- Sentiment analysis for customer feedback
- Case Study: NLP-driven complaint resolution
- Entity recognition for personalized interactions
- Automating email and chat responses

Module 4: AI-Powered Ticketing and Workflow Automation

- Automating support ticket triaging
- Prioritizing tickets using predictive analytics
- Case Study: AI-based ticketing in SaaS companies
- Reducing response time through AI automation
- Integration with CRM systems

Module 5: Prompt Engineering and Conversational Design

- Crafting effective AI prompts for better responses
- Designing conversation flows
- Case Study: Generative AI for multi-turn dialogues
- Error handling and fallback mechanisms
- Testing and refining AI responses

Module 6: Personalization and Customer Insights

- AI-driven recommendations for customer satisfaction
- Personalized support workflows
- Case Study: Retail AI personalization success
- Tracking and measuring engagement metrics
- Leveraging customer data ethically

Module 7: AI Analytics and Performance Measurement

- KPIs for AI in customer support
- Measuring efficiency and satisfaction
- Case Study: Predictive analytics for churn reduction
- Feedback loop for AI improvement
- Reporting dashboards and tools

Module 8: Ethical, Compliance, and Future Trends

- Ethical AI and bias mitigation in support
- Compliance with data privacy regulations

- Case Study: AI governance in financial services
- Emerging trends: voice AI, multimodal assistants
- Future-proofing AI customer support

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com