training code: AI_CLT / ENG DL 1d / EN

Artificial intelligence as customer service support

Acquainting participants with fundamentals of Artificial Intelligence, its use in Customer Service, with particular emphasis on specific, practical examples of applying AI-based tools.

Training recipients

The training is addressed to Customer Service specialists and all people interested in using artificial intelligence in this area.

Benefits

Participants will gain knowledge of fundamentals of artificial intelligence, understand benefits resulting from Customer Service support with such tools as ChatGPT and learn to use them at everyday work related to handling Clients.

Training program

1. Artificial intelligence and ChatGPT
   - Explaining key terms and presenting tools
   - Benefits
   - Risks
   - ChatGPT – first steps
2. ChatGPT as a Customer Service trainer
   - Fundamentals of professional Customer Service
   - Handling difficult Clients

- Cooperation with internal Client
- Creating Customer Service scripts
- Exercises

3. ChatGPT as your Customer Service assistant
   - Automating answers to most frequently asked questions
   - Use of knowledge base to automate answers to questions
   - Generating personalised answers to Clients' messages
   - Analysing candidate's feedback
4. ChatGPT as a tool of analysing sentiment and Clients' issues
   - Understanding and analysing Clients' opinions
   - Most important CX indicators: NPS, Customer Effort, Advocacy Gap
   - Using sentiment and issues' analysis to improve Customer Service
   - Closed feedback loop
   - The use of Clients' feedback in other areas of company's activities
5. The future of Customer Service development in terms of AI
6. Questions and answers

Expected preparation of the participant

There are no prerequisites concerning expert knowledge. The training is intended for people at various levels of advancement.

Duration

1 days / 7 hours

Language

- Training: English