BLACKBIRD FOR TRAINING

AI for Customer Insights & Service Excellence

22 – 26 February 2027
Paris (France)



AI for Customer Insights & Service Excellence

Ref: 3255225_200074 **Date:** 22 – 26 February 2027 **Location:** Paris (France) **Fees:** 5900 GBP

Introduction

In today's competitive and customer-centric world, organizations across industries recognize that customers are the true drivers of sustainable growth. The ability to understand customer needs, predict behaviors, and deliver service excellence has become a strategic necessity. Emerging technologies, especially AI for Customer Insights & Service Excellence, provide powerful tools to analyze massive data sets, uncover actionable insights, and transform customer experiences into a key differentiator.

This program is designed to equip executives, managers, and specialists with the skills to harness artificial intelligence in customer service strategies. Participants will learn how to generate accurate insights, personalize customer journeys, and leverage AI tools to improve operational efficiency, customer satisfaction, and long-term loyalty.

Course Objectives

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

- Understand the fundamentals of AI applications in customer insights and service excellence.
- Apply data analytics techniques to extract actionable insights about customer preferences.
- Design personalized service strategies across multiple touchpoints.
- Use predictive models to anticipate customer needs and behaviors.
- Enhance the efficiency of customer service centers with AI-powered tools.
- Integrate AI solutions with customer relationship management systems.
- Measure and evaluate the impact of customer service strategies on business performance.
- Address ethical challenges and data privacy concerns when using customer information.

Course Outlines

Day 1: Introduction to AI for Customer Understanding

- The role of AI in reshaping customer service.
- Importance of data in building a holistic customer view.
- Traditional vs. AI-driven customer analysis.
- Global case studies from multiple industries.
- Key challenges in collecting and analyzing customer data.
- Group discussion: opportunities for AI adoption in regional organizations.



Day 2: Data Analysis & Insight Generation

- Sources of internal and external customer data.
- Data cleaning and preparation for analysis.
- Techniques for analyzing purchasing and interaction patterns.
- Predictive analytics for future customer needs.
- Case study: applications in retail and financial services.
- Practical exercise: building a customer insight dashboard.

Day 3: Enhancing the Customer Experience

- Personalization strategies supported by AI tools.
- Designing seamless digital experiences across multiple channels.
- Role of chatbots and virtual assistants in improving response times.
- Leveraging social and digital channels for stronger engagement.
- Measuring customer satisfaction with smart indicators.
- Group activity: developing an AI-supported customer journey map.

Day 4: Tools for Service Excellence

- AI-enabled customer relationship management systems.
- Intelligent contact centers and operational efficiency.
- Self-service tools for improved customer convenience.
- Real-time service quality monitoring.
- Industry examples from telecommunications and banking.
- Workshop: selecting the right AI tools for your organization.

Day 5: Strategic & Ethical Dimensions

- Aligning customer service strategies with long-term business goals.
- Ethical considerations in handling customer data.
- Addressing bias and fairness in AI models.
- Evaluating the return on investment ROI from AI-enabled customer service projects.
- Group project: developing a complete customer service strategy plan.
- Final review: connecting theory to practice.



Why Attend This Course: Wins & Losses!

- Gain advanced knowledge of AI for Customer Insights & Service Excellence.
- Improve prediction accuracy for customer needs and future behaviors.
- Increase customer satisfaction and strengthen loyalty.
- Develop personalized service strategies for competitive differentiation.
- Enhance the efficiency of service centers and reduce operational costs.
- Support strategic decision-making with data-driven insights.
- Explore global best practices and successful regional case studies.
- Apply knowledge through hands-on exercises and workshops.

Conclusion

AI for Customer Insights & Service Excellence is not just a technological trend—it is a strategic necessity for organizations aiming to thrive in today's dynamic marketplace. By leveraging AI to analyze customer data, generate deep insights, and deliver personalized experiences, organizations can unlock new levels of satisfaction, loyalty, and profitability.

This course equips participants with practical skills and advanced strategies to adopt AI-driven customer excellence, balancing efficiency with ethics and measurable results. In a world where customer expectations evolve rapidly, AI becomes the cornerstone for building sustainable and competitive organizations.

