



Consulting and Training | Reach New Heights

Course Name

AI-Powered Customer Experience Leadership Excellence

Sector Name

Digital Transformation and Innovation

Document Type

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AI-Powered Customer Experience Leadership Excellence

Course Introduction

Artificial intelligence is reshaping customer experience by enabling organizations to understand customers more deeply, personalize interactions, automate selected service processes, and respond to customer needs at greater speed and scale.

However, successful AI adoption in customer experience is not simply a technology implementation exercise. It requires leaders to understand customer journeys, identify meaningful AI opportunities, integrate human and digital interactions, and establish appropriate governance.

This **five-day** program develops the strategic and managerial capabilities required to lead AI-enabled customer experience transformation. This program covers AI opportunities across the customer journey, personalization, intelligent service, customer data and insights, human-AI interaction, governance, and the design of an AI-enabled CX operating model.

AI-Powered Customer Experience Leadership Excellence

Target Audience

- ✓ Customer Experience Managers
- ✓ Customer Service Leaders
- ✓ CX Transformation Professionals
- ✓ Digital Experience Professionals
- ✓ Contact Center Managers
- ✓ Marketing and Customer Strategy Professionals
- ✓ Digital Transformation Leaders
- ✓ Business Unit Managers
- ✓ Leaders responsible for customer journeys and service innovation

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Learning Objectives

- ✓ Understand the role of AI in modern customer experience management.
- ✓ Identify AI opportunities across customer journeys.
- ✓ Analyze customer data to support personalized experiences.
- ✓ Design AI-enabled customer interactions and service models.
- ✓ Balance automation with human interaction.
- ✓ Identify risks related to AI-enabled customer experience.
- ✓ Establish principles for responsible AI use in CX.
- ✓ Lead AI-enabled CX transformation initiatives.
- ✓ Develop an AI-enabled customer experience operating approach.

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Course Outline

✓ DAY 01

AI and the Future of Customer Experience

- ✓ AI Transformation of Customer Experience
- ✓ Understanding AI's impact on customer experience
- ✓ Identifying changing customer expectations in AI-enabled environments
- ✓ Distinguishing automation, augmentation, and intelligent interaction
- ✓ Examining AI applications across customer-facing functions
- ✓ Identifying opportunities and limitations of AI in CX
- ✓ Establishing strategic principles for AI-enabled customer experience

Customer Journey Intelligence

- ✓ Mapping customer journeys across multiple touchpoints
- ✓ Identifying customer pain points and friction areas
- ✓ Using AI to analyze customer journey information
- ✓ Identifying moments where AI can create customer value
- ✓ Connecting journey insights with service priorities
- ✓ Prioritizing CX opportunities based on customer and business impact



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Course Outline

✓ DAY 02

AI-Enabled Personalization and Customer Interaction

- ✓ Intelligent Customer Personalization
- ✓ Understanding personalization in AI-enabled environments
- ✓ Using customer information to identify preferences and behaviors
- ✓ Developing context-aware customer interactions
- ✓ Applying AI to recommendations and next-best actions
- ✓ Balancing personalization with customer privacy
- ✓ Establishing principles for responsible personalization

AI-Enhanced Customer Service

- ✓ Applying conversational AI to customer service
- ✓ Designing intelligent self-service experiences
- ✓ Supporting service agents with AI-generated information
- ✓ Using AI to improve response speed and consistency
- ✓ Determining appropriate escalation to human agents
- ✓ Maintaining service quality across automated and human interactions

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Course Outline

✓ Day 03

Customer Data, Insights and Experience Intelligence

- ✓ Customer Data and AI Insights
- ✓ Understanding customer data requirements for AI-enabled CX
- ✓ Integrating behavioral, transactional, and interaction data
- ✓ Identifying meaningful customer patterns
- ✓ Using AI to interpret customer feedback and interactions
- ✓ Converting customer data into actionable insights
- ✓ Establishing data-quality considerations for CX intelligence

Predictive Customer Experience

- ✓ Understanding predictive approaches in customer experience
- ✓ Identifying indicators of customer needs and behaviors
- ✓ Anticipating customer demand and service requirements
- ✓ Identifying potential dissatisfaction and churn signals
- ✓ Using predictive insights to support proactive engagement
- ✓ Connecting predictions with appropriate customer actions

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Course Outline

✓ Day 04

Human-AI Experience Design and Governance

- ✓ Designing Human-AI Customer Interactions
- ✓ Determining appropriate boundaries between AI and human service
- ✓ Designing seamless transitions between automated and human channels
- ✓ Maintaining empathy and personalization in AI-enabled interactions
- ✓ Managing customer expectations around AI
- ✓ Designing escalation pathways for complex customer needs
- ✓ Preserving customer trust throughout AI-enabled experiences

AI Governance and Customer Trust

- ✓ Addressing privacy and responsible use of customer information
- ✓ Managing accuracy and reliability of AI-generated outputs
- ✓ Understanding bias and fairness considerations in CX
- ✓ Establishing transparency around AI-enabled interactions
- ✓ Defining human oversight and accountability
- ✓ Managing reputational risks associated with AI customer experiences



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Course Outline

✓ Day 05

AI-Enabled CX Leadership and Transformation

- ✓ AI Customer Experience Operating Model
- ✓ Defining capabilities required for AI-enabled CX
- ✓ Aligning people, processes, technology, and customer strategy
- ✓ Establishing responsibilities for AI-enabled customer experience
- ✓ Integrating AI capabilities across customer-facing functions
- ✓ Establishing governance and decision-making structures
- ✓ Creating an operating model that balances innovation and service quality

Leading AI-Powered CX Transformation

- ✓ Prioritizing AI initiatives according to customer and business value
- ✓ Establishing transformation priorities and implementation pathways
- ✓ Managing organizational readiness for AI-enabled CX
- ✓ Building leadership alignment around AI customer experience
- ✓ Managing adoption and organizational change
- ✓ Establishing a strategic roadmap for AI-powered customer experience



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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 11, 2027	Oct. 15, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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