



إتقان خدمة العملاء في عصر الذكاء الاصطناعي: المهارات والاستراتيجيات



AGILE LEADERS
Training Center

19 - 23 Jan 2027
الدار البيضاء

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المرجع: 36064_5264 التاريخ: 19 - 23 Jan 2027 الموقع: الدار البيضاء الرسوم: Euro 4100

Course Overview:

In today's competitive business landscape, customer service and sales automation are increasingly interconnected; they collaborate to create seamless and personalized customer experiences. The course on Excellence in Customer Service and Sales Automation in the Age of Artificial Intelligence combines AI-powered customer service techniques with AI-driven sales strategies. Participants will gain the skills needed to excel in both areas.

Target Audience:

- Customer service professionals
- Sales representatives
- Business development executives
- Call centre agents
- Account managers
- CRM and marketing specialists

Targeted Organizational Departments:

- Customer service departments
- Sales and business development teams
- Marketing and CRM teams
- Call centres
- Digital transformation and innovation departments

Targeted Industries:

- Retail
- Hospitality
- Banking and financial services
- Telecommunications
- E-commerce and SaaS
- Technology and professional services

Course Offerings:

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

- Leverage AI for lead generation and qualification to automate prospecting
- Utilize AI sales assistants to streamline responses, follow-ups, and customer outreach
- Optimize the entire sales cycle using AI to enhance efficiency at each stage
- Apply customer segmentation tools to deliver hyper-personalized sales and service experiences
- Integrate AI customer service technologies with sales strategies for cohesive customer journeys

Training Methodology:

This course offers immersive, hands-on training that combines theoretical knowledge with practical AI tool applications. Sessions include expert-led presentations, live demonstrations, and discussions on balancing AI automation with human-centred sales and service.

Participants will engage in:

- Case studies of successful AI-driven customer service and sales strategies
- Group activities simulating AI-assisted lead qualification and customer personalization
- Role-playing exercises for AI-assisted follow-ups and sales conversations
- Feedback sessions to evaluate how AI enhances or limits customer experiences
- Interactive workshops on building AI-enhanced customer service and sales strategies

Course Toolbox:

- Comprehensive ebooks
- Reading materials and guides
- Online resources for AI tools in customer service and sales automation
- Checklists and templates for implementing AI-driven sales strategies
- Case study library focusing on AI in sales, lead generation, and customer service

Course Agenda:

Day 1: Introduction to AI in Customer Service and Sales

- Evolution from Traditional to AI-Driven Sales & Service **Topic 1:**
- AI for 24/7 Customer Support & Automated Lead Follow-Ups **Topic 2:**
- Personalization at Scale with AI-Driven Recommendations **Topic 3:**
- Streamlining the Marketing & Sales Funnel with AI **Topic 4:**
- AI-Enhanced Surveys & Customer Feedback Collection **Topic 5:**
- Balancing AI Automation with Human Empathy **Topic 6:**
- Key takeaways and discussion on applying AI in customer service and sales **Reflection & Review:**

Day 2: AI-driven Content Generation and Customer Segmentation

- AI in Sales & Service Content Generation Topic 1: •
- AI-Powered Multilingual Outreach & Customer Service Topic 2: •
- Smart Customer Segmentation with Predictive AI Insights Topic 3: •
- Proactive AI Retention Strategies for Sales & Service Topic 4: •
- Hyper-Personalized Experiences with AI Recommendations Topic 5: •
- Personalization vs Privacy - Balancing Customization and Ethics Topic 6: •
- Group reflection on best practices for AI-driven segmentation and content Reflection & Review: •

Day 3: AI for Conversational Sales and Follow-Ups

- AI-Powered Sales Assistants for Follow-Ups Topic 1: •
- AI for Analyzing Customer and Prospect Feedback Topic 2: •
- Using Generative AI for Sales Conversations Topic 3: •
- Predictive Insights to Forecast Customer Needs Topic 4: •
- Case Study: AI-Driven Sales Success Stories Topic 5: •
- Measuring AI's Impact on Sales Team Performance Topic 6: •
- Lessons learned on optimizing follow-ups and feedback loops with AI Reflection & Review: •

Day 4: Risks, Ethics, and Human Oversight

- Risks of Over-Automating Sales & Service Processes Topic 1: •
- Case Studies of AI Failures in Customer Service & Sales Topic 2: •
- Importance of Human Oversight in AI-Driven Sales Topic 3: •
- Ethical Use of AI in Sales & Customer Data Management Topic 4: •
- Best Practices for Responsible AI Use Topic 5: •
- Building a Framework for AI Governance in Sales & Service Topic 6: •
- Identifying the limits of AI and safeguarding customer trust Reflection & Review: •

Day 5: Building Your AI-Driven Service & Sales Strategy

- Elements of an AI-Powered Sales & Service Strategy Topic 1: •
- Aligning AI Tools Across Customer Journeys Topic 2: •
- Best Practices for Continuous AI Optimization Topic 3: •
- Case Study: Excellence in AI-Driven Sales & Service Topic 4: •
- Ongoing Training for AI in Customer Service & Sales Topic 5: •
- Drafting Personalized Action Plans for AI Integration Topic 6: •
- Final review and participant action plans for AI adoption Reflection & Review: •

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course? •

This course is designed for professionals with experience in sales, customer service, or marketing. No advanced technical knowledge is required; familiarity with customer journeys is recommended.

How long is each day's session, and is there a total number of hours required for the entire course? •

Each day includes 4-5 hours of training, totalling approximately 20-25 hours across five days.

How does AI support both sales and customer service teams simultaneously? •

AI tools help unify customer data, providing personalized insights that guide both customer service responses and sales strategies. AI ensures the right message reaches the right customer at the right time, optimizing both customer satisfaction and sales performance.

How This Course is Different from Other Excellence in Customer Service Courses:

Excellence in Customer Service and Sales Automation in the Age of Artificial Intelligence is a unique program that integrates practical AI applications for sales and customer service teams. It not only teaches AI concepts but also includes hands-on exercises with tools for lead generation, sales follow-ups, and customer segmentation.

Participants will master to implementation of AI-driven strategies while maintaining human empathy, covering the entire customer and sales lifecycle. This course's focus on sales automation, customer service enhancement, and ethical AI makes it essential for forward-thinking organizations.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



معدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية



مدن التدريب

كيب تاون جنوب افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا