Artificial Intelligence and the Customer Experience (AICX)

Focus on: **The Manager** ☐ **The Specialist** ☐ **Spotlight Programme** ☑ **Hands-on Skills** ☐

Course Overview

This introductory course provides a foundational understanding of Artificial Intelligence and its application in enhancing Customer Experience. Participants will explore generative AI, sentiment analysis, and Business Intelligence through case studies and interactive discussions.

	Course Objectives		This Course is Ideal For:
1	Understand the basics of Artificial Intelligence and its relevance to Customer Experience.	✓	Young professionals seeking career advancement
2	Learn how generative AI creates customer-facing solutions.	✓	Mid-level managers aiming to enhance their leadership skills
3	Explore the fundamentals of sentiment analysis for understanding customer feedback.	✓	Individuals transitioning into new roles or industries
4	Understand the role of Business Intelligence in customer strategy	✓	Anyone looking to improve their professional skill set
5	Provide knowledge on the latest industry trends and best practices		

Course Content

Day	Theme	Coverage
1	Introduction to Artificial Intelligence (AI) and Customer Experience (CX)	• Understanding the basics of CX • Why the Customer Experience is so important • Understanding AI and how it works • How and where AI can improve the Customer Experience
2	Understanding Generative AI and its impact on CX	• Understanding Generative AI & Large Language Models • A review of Generative AI tools and how best to use them • Tools and approaches to understand the Customer Experience • Case study: AI-powered chatbots for customer support
3	Basics of Sentiment Analysis	• Understanding customer personality types • The role of emotion in the purchase process • Identifying customer emotions and feedback patterns • Case Study – Conducting a Sentiment Analysis
4	Introduction to Business Intelligence (BI) for CX	• Understanding Business Intelligence • Gathering and presenting BI • Tools for gathering BI • Case study: Leveraging BI to enhance customer journey mapping
5	Future Trends in AI and CX	• Review of the current 'State-of-Play' • Current and likely future trends in AI and CX

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		• Capstone activity: Designing an AI-driven CX solution • Course Review and Summary

Course Assessment	Certification
Participants will be assessed on:	Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.
Participation in sessions	
Completion of exercises & case studies	
Performance in assessments	

Course Instructor
Following a highly successful career in the Pharmaceutical Industry this speaker has spent over 30 years consulting and training for clients of all sizes from 'Blue Chip' Fortune 500 companies down to start-ups. He holds a BSc and an MBA from UK Universities, and he is a Fellow of the Chartered Institute of Marketing (FCIM). He has been nominated as one of the World's Top Thinkers, Writers and Influencers in Key and Strategic Account Management and he is the author of several books on the subjects of AI in Marketing, Key Account Management and Customer Experience Management.