



*Training Course:
Customer Experiences in the Age of Artificial
Intelligence*

*28 July - 1 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Customer Experiences in the Age of Artificial Intelligence

Training Course code: SC235990 From: 28 July - 1 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

Introduction:

In today's digital era, customer experience CX has become the most crucial competitive differentiator for businesses across industries. With the transformative power of Artificial Intelligence AI, organizations now have the tools to revolutionize how they engage with customers, predict behavior, personalize experiences, and automate support.

The training program "Customer Experiences in the Age of Artificial Intelligence" is meticulously designed by Global Horizon Training Center to equip professionals with the knowledge and strategies needed to leverage AI technologies in enhancing customer experience. Participants will explore the intersection of AI and CX, covering AI-powered tools such as chatbots, recommendation engines, predictive analytics, sentiment analysis, and virtual assistants and how they can be aligned with organizational values and human-centric service.

Objectives:

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

- Understand the core principles of AI and how they are transforming customer experience.
- Analyze key AI tools and technologies that impact customer service and engagement.
- Develop strategies for integrating AI into existing customer service models.
- Evaluate data-driven decision-making techniques to improve customer satisfaction.
- Design customer experience journeys enhanced by AI-driven personalization and automation.
- Manage the ethical, privacy, and trust challenges related to AI and CX.

Course Methodology:

This training program uses a blended learning approach, including:

- Expert-led presentations
- Real-world case studies and industry applications
- Interactive group discussions and workshops
- Hands-on exercises using AI tools and platforms
- Role-playing for CX scenarios enhanced by AI

- Strategic planning sessions for AI integration

Organizational Impact:

Organizations that enroll their teams in this program will benefit through:

- Enhanced customer loyalty through AI-enabled personalization
- Increased efficiency in customer support and service delivery
- Data-driven decision-making with improved CX metrics
- Future-proofing customer strategies by embracing innovation
- Improved customer retention and acquisition through predictive engagement
- Development of a forward-thinking, tech-savvy customer service culture

Target Audience:

This course is ideal for:

- Customer Experience Managers and Directors
- Marketing and Digital Transformation Professionals
- AI and Data Science Teams working on customer-facing applications
- Customer Service and Contact Center Managers
- Business Strategy and Innovation Officers
- IT and CRM System Professionals
- Anyone responsible for shaping or influencing customer experience in their organization

Outlines:

Day 1: Introduction to AI and the Evolution of Customer Experience

- Welcome and orientation by Global Horizon Training Center
- The fundamentals of Artificial Intelligence and Machine Learning
- History and evolution of customer experience in the digital age
- How AI is disrupting traditional customer service

- Understanding customer behavior in the AI era

Day 2: AI Tools and Technologies Shaping Customer Engagement

- Overview of AI tools for CX: chatbots, NLP, RPA, virtual assistants
- Real-time analytics and AI-enabled dashboards
- Sentiment analysis and voice-of-customer VoC tools
- AI-powered CRM systems and personalization engines
- Introduction to customer data platforms CDPs

Day 3: Designing and Optimizing AI-Enhanced Customer Journeys

- Customer journey mapping with AI insights
- Omnichannel experience design using intelligent tools
- Predictive analytics for customer behavior forecasting
- Case study: Retail and e-commerce personalization
- Measuring and improving customer satisfaction with AI metrics

Day 4: Implementation Strategies and Ethical Considerations

- Developing an AI-CX transformation strategy
- Integration of AI into existing CX operations
- Change management and staff training for AI adoption
- Privacy, data ethics, and compliance GDPR, etc.
- Bias in AI: Risks and mitigation techniques

Day 5: Future Trends and Capstone Workshop

- The future of AI in customer experience: Voice, AR/VR, GenAI
- Preparing your organization for AI maturity in CX
- Leveraging AI for inclusive and accessible experiences
- Capstone project: Team-based presentation of an AI-enhanced CX strategy

- Feedback, action planning, and closing remarks

Registration form on the Training Course: Customer Experiences in the Age of Artificial Intelligence

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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