

aractech
Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-055

Conversational AI and Chatbots for Customer Experience

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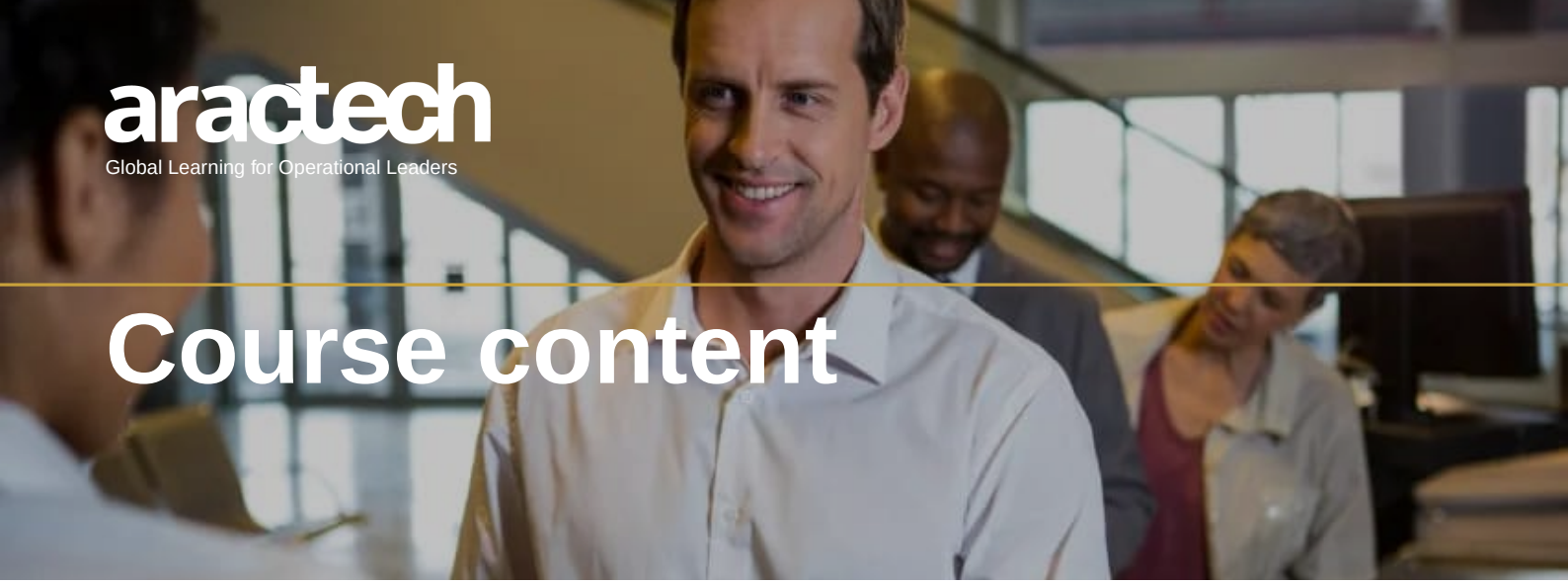

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Course content

Why Attend

Customers expect fast, accurate and personalised answers at any hour and on every channel. Conversational AI, from website chatbots and WhatsApp assistants to voice bots in contact centres, has become central to meeting these expectations at scale.

Generative AI has changed what chatbots can do. Modern assistants can understand natural questions, hold multi-turn conversations, access customer records and complete transactions, but only when they are designed, trained and governed properly.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Conversational AI and Chatbots for Customer Experience.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Customer experience and contact centre managers

• Digital channel and e-commerce leaders

• Product owners and service designers

• IT and CRM solution architects



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Course outline

Detailed course outline

Day-by-day outline for Conversational AI and Chatbots for Customer Experience.

Day 1 - Conversational AI Strategy and Customer Expectations

• 09:00-09:27 | The Evolution of Conversational AI: From scripted bots to NLU assistants and generative AI agents

• 09:27-09:54 | Customer Expectations Today: Speed, personalisation, channel choice and seamless escalation

• 09:54-10:21 | Strategic Objectives: Cost reduction, revenue growth, satisfaction and 24/7 availability

• 10:21-10:48 | Channel Landscape: Web chat, mobile apps, WhatsApp, social messaging and voice

• 10:48-11:00 | Case Studies: Successful and failed chatbot programmes in banking, telecoms, airlines and government

• 11:00-11:30 | Coffee break

• 11:30-12:12 | Case Studies: Successful and failed chatbot programmes in banking, telecoms, airlines and government (continued)

• 12:12-13:06 | Building the Vision: Defining the role of the assistant within the overall service model

• 13:06-14:00 | Workshop: Map current customer contact reasons and volumes to identify automation potential



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Day 2 - Use Case Selection and Conversation Design

• 09:00-09:25 | Prioritising Use Cases: Volume, complexity, value and risk scoring

• 09:25-10:14 | Conversation Design Principles: Clarity, brevity, personality and guiding users to success

• 10:14-11:00 | Designing Intents and Flows: Mapping what customers ask and how the assistant responds

• 11:00-11:30 | Coffee break

• 11:30-11:33 | Designing Intents and Flows: Mapping what customers ask and how the assistant responds (continued)

• 11:33-11:58 | Handling Errors and Ambiguity: Fallbacks, clarification questions and graceful recovery

• 11:58-12:22 | Tone of Voice and Brand: Creating a consistent persona in Arabic and English

• 12:22-13:11 | Accessibility and Inclusion: Designing for all users, including those with disabilities

• 13:11-14:00 | Workshop: Design the main conversation flows for a priority use case

Day 3 - Technology, Generative AI and Integration

• 09:00-09:34 | Technology Options: Rule-based, intent-based NLU and LLM-powered assistants compared

• 09:34-10:08 | Generative AI Assistants: Grounding responses in knowledge bases to avoid incorrect answers

• 10:08-10:42 | Platform Selection: Criteria for choosing chatbot and contact centre AI platforms

• 10:42-11:00 | Back-End Integration: Connecting to CRM, order management, billing and ticketing systems

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Back-End Integration: Connecting to CRM, order management, billing and ticketing systems (continued)

• 11:46-12:20 | Authentication and Transactions: Securely completing tasks such as payments and bookings

• 12:20-12:53 | Voice Bots and IVR Modernisation: Speech recognition and natural voice interaction

• 12:53-14:00 | Demonstration: Building a prototype assistant on a modern platform



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Day 4 - Human Agents, Testing and Quality

- 09:00-10:00 | Bot-to-Human Handover: Designing seamless escalation with full conversation context
- 10:00-10:30 | Agent Assist: Using AI to suggest answers and summarise cases for human agents
- 10:30-11:00 | Testing Conversational AI: Functional, conversational, load and user acceptance testing
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Quality Assurance: Reviewing transcripts and scoring conversation quality
- 12:00-12:30 | Training and Tuning: Improving understanding using real conversation data
- 12:30-13:00 | Managing Risk: Preventing harmful, biased or incorrect responses
- 13:00-14:00 | Exercise: Review sample transcripts and identify improvement actions

Day 5 - Measuring Success and Scaling

- 09:00-09:39 | Key Metrics: Containment rate, resolution rate, CSAT, NPS, average handling time and cost per contact
- 09:39-10:18 | Conversation Analytics: Discovering new intents, friction points and customer insights
- 10:18-10:57 | Continuous Improvement Cycles: Weekly tuning, content updates and A/B testing
- 10:57-11:00 | Privacy and Compliance: Consent, data retention and recording rules
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Privacy and Compliance: Consent, data retention and recording rules (continued)
- 12:06-12:44 | Organisation and Skills: Conversation designers, bot trainers and analytics roles
- 12:44-13:22 | Scaling Across Channels and Languages: Reusing content and maintaining consistency
- 13:22-14:00 | Capstone: Participants present a conversational AI roadmap and business case



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Seminar dates

Available seminar dates

Live dates and pricing for Conversational AI and Chatbots for Customer Experience generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Oslo	Classroom	**€4,200**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Barcelona	Classroom	**€2,175**
25 - 29 January 2027	Cape Town	Classroom	**€1,895**
1 - 5 February 2027	Frankfurt	Classroom	**€2,215**
8 - 12 February 2027	Dublin	Classroom	**€3,360**
15 - 19 February 2027	Kuala lumpur	Classroom	**€2,425**
22 - 26 February 2027	London	Classroom	**€2,815**
1 - 5 March 2027	Istanbul	Classroom	**€2,250**
8 - 12 March 2027	Manchester	Classroom	**€3,360**



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Date	Location	Format	Fee
15 - 19 March 2027	Cape Town	Classroom	**€1,895**
22 - 26 March 2027	Paris	Classroom	**€2,210**
5 - 9 April 2027	Dubai	Classroom	**€2,745**
12 - 16 April 2027	Amsterdam	Classroom	**€2,415**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	London	Classroom	**€2,815**
3 - 7 May 2027	Cape Town	Classroom	**€1,895**
10 - 14 May 2027	Liverpool	Classroom	**€3,360**
17 - 21 May 2027	Istanbul	Classroom	**€2,250**
24 - 28 May 2027	Barcelona	Classroom	**€2,175**



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Date	Location	Format	Fee
7 - 11 June 2027	Cape Town	Classroom	**€1,895**
14 - 18 June 2027	Brussels	Classroom	**€3,400**
21 - 25 June 2027	Dubai	Classroom	**€2,745**
5 - 9 July 2027	Kuala lumpur	Classroom	**€2,425**
12 - 16 July 2027	London	Classroom	**€2,815**
19 - 23 July 2027	Eindhoven	Classroom	**€3,400**
26 - 30 July 2027	Dubai	Classroom	**€2,745**
2 - 6 August 2027	Cape Town	Classroom	**€1,895**
9 - 13 August 2027	Paris	Classroom	**€2,210**
16 - 20 August 2027	Dubai	Classroom	**€2,745**



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Date	Location	Format	Fee
23 - 27 August 2027	Amsterdam	Classroom	**€2,415**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Rotterdam	Classroom	**€3,400**
20 - 24 September 2027	Cape Town	Classroom	**€1,895**
4 - 8 October 2027	Dusseldorf	Classroom	**€3,400**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Barcelona	Classroom	**€2,175**
25 - 29 October 2027	Cape Town	Classroom	**€1,895**
1 - 5 November 2027	Frankfurt	Classroom	**€2,215**
8 - 12 November 2027	Dubai	Classroom	**€2,745**



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15 - 19 November 2027	Kuala lumpur	Classroom	**€2,425**
22 - 26 November 2027	Berlin	Classroom	**€3,400**
6 - 10 December 2027	Istanbul	Classroom	**€2,250**
13 - 17 December 2027	Dubai	Classroom	**€2,745**
20 - 24 December 2027	Cape Town	Classroom	**€1,895**
27 - 31 December 2027	Paris	Classroom	**€2,210**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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Date	Location	Format	Fee
1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
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25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
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