



AI Certification Program

# AI+ Customer Service™





# Executive Summary

The AI+ Customer Service certification is designed for professionals aiming to revolutionize customer experiences through Artificial Intelligence (AI). Begin with an introduction to AI's role in customer service and delve into understanding various AI technologies. Learn effective data collection and analysis techniques crucial for AI implementation. Explore strategies for implementing AI solutions and optimizing customer experiences. Ethical considerations and building trust are emphasized to ensure responsible AI deployment. Dive into the future landscape of AI in customer service, preparing for upcoming advancements. Conclude by crafting a comprehensive AI strategy tailored to your organization's needs. Throughout the course, emphasis is placed on practical application, ensuring participants are equipped with the skills to navigate the evolving customer service landscape seamlessly. Gain a competitive edge by mastering AI-driven strategies, fostering customer satisfaction, and propelling organizational growth.



# Certification Prerequisites

- Candidates should possess a basic understanding of business operations and the role of customer service in organizational success.
- Basic familiarity with digital tools, software, and the underlying concepts of artificial intelligence is expected.
- An insight into strategic decision-making processes within organizations, especially related to technology adoption and customer service improvements.
- Genuine curiosity and openness to explore how artificial intelligence can be applied to transform customer service practices and create value for businesses and their customers.

# Exam Blueprint

Number  
of Questions

**50**

Passing  
Score

**35/50 or 70%**

Duration

**90 Minutes**

Format

**Online via AI  
Proctoring platform**

Question Type

**Multiple Choice/Multiple  
Response**



# Exam Overview

Module	Weight
Introduction to Artificial Intelligence (AI) in Customer Service	12%
Understanding AI Technologies	12%
Data Collection and Analysis	12%
Implementing AI Solutions	20%
Optimizing Customer Experiences	12%
Ethical Considerations and Trust	12%
Future of AI in Customer Service	12%
Creating an AI Strategy for Your Organization	8%
	<b>100%</b>



**AI CERTS™**

**AI+**

Customer Service™

# Certification Modules

## Module 1

### **Introduction to Artificial Intelligence (AI) in Customer Service**

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#### **1.1 Overview of AI**

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#### **1.2 Relevance of AI in Customer Service**

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## Module 2

# Understanding AI Technologies

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## 2.1 Overview of Machine Learning

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## 2.2 Natural Language Processing (NLP)

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## 2.3 Deep Learning and Neural Networks

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## 2.4 AI-Driven Analytics

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## Module 3

# Data Collection and Analysis

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## 3.1 Gathering Customer Data

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## 3.2 Data Quality and Integrity

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## 3.3 Analyzing Data for Insights

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## 3.4 Applying Insights to Enhance Customer Service



## Module 4

# Implementing AI Solutions

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## 4.1 AI Solutions for Customer Service

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## 4.2 Integration into Customer Service Systems

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## 4.3 Training and Change Management

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## 4.4 Measuring the Impact of AI on Customer Service

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## Module 5

# Optimizing Customer Experiences

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## 5.1 Using AI to Create Personalized Customer Interactions

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## 5.2 Increasing Service Efficiency with AI

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## 5.3 Case Studies: Successful AI Implementations in Customer Service

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## Module 6

# Ethical Considerations and Trust

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## 6.1 Ethical AI Use in Customer Service

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## 6.2 Building Trust through Transparency

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## 6.3 Compliance with Data Privacy Regulations

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## Module 7

# Future of AI in Customer Service

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## 7.1 Emerging Trends and Advancements in AI Technologies

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## 7.2 Innovative Use Cases for AI in Customer Service

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## 7.3 Preparing for AI Evolution in Customer Service

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## 7.4 Ethical and Societal Considerations

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## Module 8

# Creating an AI Strategy for Your Organization

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## 8.1 Developing Strategic Plan for AI Implementation and Evolution

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## 8.2 Cultivating an AI-Driven Culture

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## 8.3 Overcoming Challenges and Measuring Success

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# Certification Outcome

Upon successful completion of the AI+ Customer Service certification, participants emerge equipped to revolutionize customer experiences through AI-driven solutions. Mastery of AI introduction, understanding technologies, data collection, and implementation ensure adeptness in optimizing customer interactions. Ethical considerations and strategic planning guarantee trust-building initiatives and future-proofing strategies. With a profound comprehension of the future trajectory of AI in customer service, participants are primed to create tailored AI strategies, positioning their organizations for unparalleled success in the digital age.





## Market Insight

As AI continues to evolve, businesses prioritize enhancing customer service through AI-driven solutions. This certification addresses the escalating demand for skilled professionals adept in leveraging AI for optimizing customer experiences. With an increasing emphasis on ethical considerations and strategic planning, organizations seek individuals capable of navigating the future landscape of AI in customer service



## Value Proposition

Participants acquire expertise in AI for customer service, mastering technologies, data analysis, and implementation. Ethical considerations and future trends are emphasized, ensuring trust and strategic planning. With this certification, participants gain a competitive advantage, equipped to create AI strategies for organizational success in the digital era.

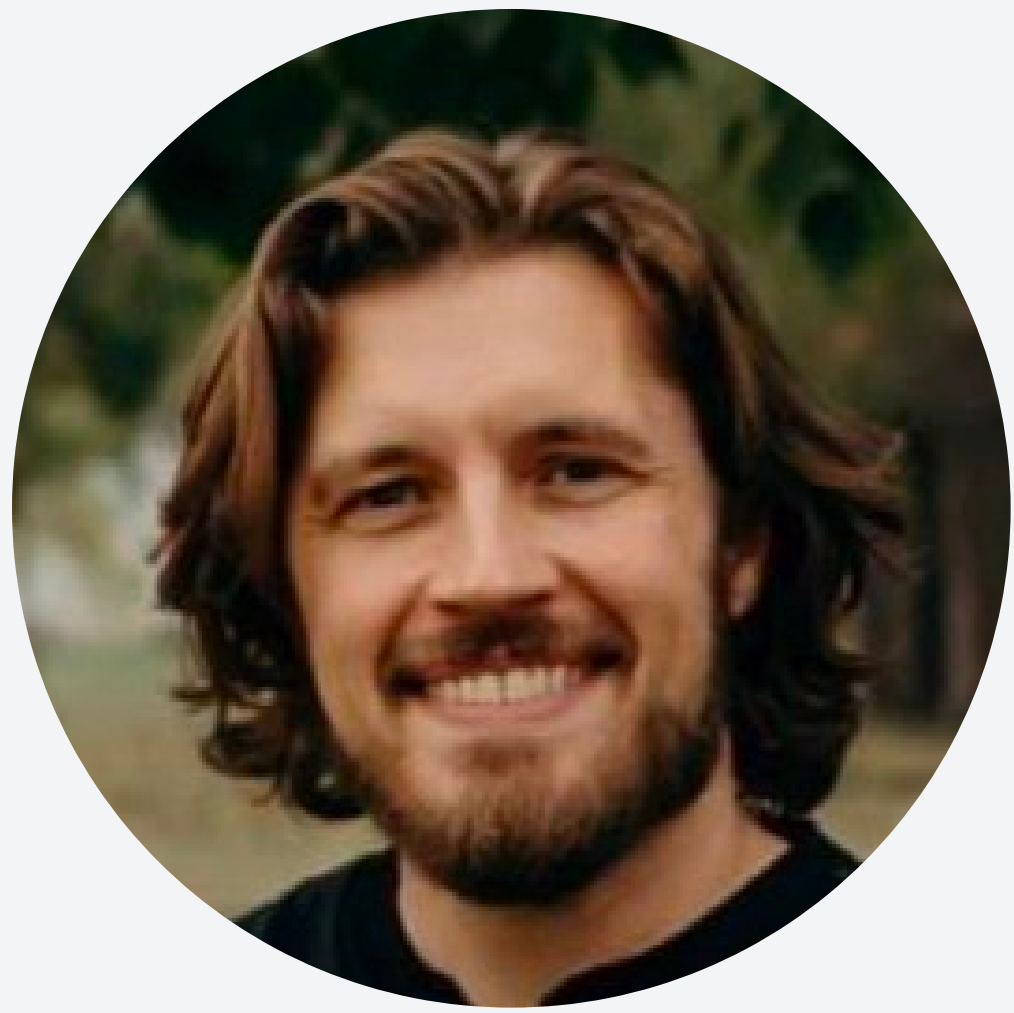


## Additional Features

Empower executives and leaders in customer service with our case study-driven curriculum, leveraging advanced tools and technologies to tackle real-world challenges. Dive into hands-on AI projects, extracting actionable insights to drive personalized and efficient customer service. Gain the expertise to lead AI initiatives, transforming customer service for impactful organizational success.



# AI Experts



## Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



## Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



## J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



## Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



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