CompTIA AI Customer Service Essentials

Overview

The AI Customer Support Essentials course is designed to equip customer support professionals with practical knowledge and skills to integrate Artificial Intelligence (AI) into their daily customer service operations. Participants will learn how to use AI tools such as ChatGPT, Microsoft Copilot, and Google Gemini to improve customer communication, draft responses, manage enquiries, prioritise support requests, document interactions, and troubleshoot common issues. The course also emphasises responsible AI usage and practical application to enhance productivity, efficiency, and customer service quality. Upon completion, participants can validate their skills through a CompTIA CompCert.

Duration

7 hours

Learning Outcomes

Upon completion of this course, participants will be able to:

- Apply effective prompting techniques to generate accurate and relevant responses using AI tools.
- Utilise AI to draft customer communications, manage enquiries, and support daily customer service tasks.
- Apply AI tools to categorise support requests, document customer interactions, and troubleshoot common issues.
- Demonstrate responsible AI practices by validating AI-generated information and recognising potential risks.

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Course Objectives

The objectives of this course are to:

- Introduce participants to fundamental AI concepts and their applications in customer support operations.
- Develop practical skills in using AI tools to streamline customer communication and support workflows.
- Enhance efficiency in handling customer enquiries, prioritising requests, and maintaining support documentation.
- Promote responsible and effective AI adoption while improving service quality and workplace productivity.

Target Audience

This course is suitable for:

- Customer Service Representatives and Frontline Support Agents.
- Customer Support Executives and Officers.
- Customer Service Team Leaders and Supervisors.
- Helpdesk and Technical Support Personnel.
- Customer Experience (CX) Professionals.
- Business Support Staff who handle customer enquiries and service-related tasks.

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OUTLINE

Module	Topic Coverage
Module 1: AI Foundations for Customer Support	Understanding AI fundamentals and responsible AI usage in customer service. • Introduction to Generative AI and prompt fundamentals. • Understanding the elements of an effective prompt. • Using contextual files to improve AI-generated responses. • Understanding AI risks, limitations, and potential errors. • Verifying AI-generated information and practising secure AI usage.
Module 2: Drafting and Managing Customer Communication with AI	Applying AI tools to improve customer communication, response quality, and service consistency. • Drafting, refining, and personalising customer responses using AI. • Adapting communication tone and format across different channels. • Using custom instructions and contextual information to maintain brand consistency. • Managing difficult customer interactions and sensitive conversations. • Applying AI techniques for de-escalation and handling customer complaints.
Module 3: Resolving Customer Issues and Maintaining Continuity with AI	Leveraging AI to understand customer history, troubleshoot problems, and improve case management. • Summarising customer histories and complex communication threads. • Identifying customer issues and recommending troubleshooting steps. • Explaining solutions clearly using AI-generated guidance. • Preparing customer case notes and interaction documentation. • Creating escalation summaries and facilitating smooth case handovers.

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Module	Topic Coverage
Module 4: Scaling and Optimising Support Operations with AI	Using AI to analyse support data, improve operational efficiency, and develop reusable customer service resources. • Analysing customer support tickets and feedback. • Identifying service trends and customer satisfaction insights. • Prioritising and categorising customer support requests. • Developing reusable knowledge base articles and support materials. • Creating troubleshooting guides and standardised support resources.
Module 5: Partnering with AI Agents and Growing Your Skills	Understanding how to collaborate with AI agents while maintaining human oversight and continuous professional development. • Understanding AI agent capabilities and limitations. • Working alongside AI agents in customer support operations. • Monitoring AI-assisted customer interactions. • Managing AI-to-human handovers and maintaining service continuity. • Using AI tools for employee onboarding, learning, and professional development.