

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Chatbots and Conversational AI for Customer Service

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Conversational AI can resolve routine customer questions instantly, around the clock, and free agents for complex cases. This course explains how modern chatbots and voice assistants work, how to choose use cases, design conversations, connect bots to knowledge and back-end systems, hand over smoothly to humans and measure customer outcomes.

Poorly designed bots frustrate customers and damage brands. You will learn to design conversational experiences that customers actually like using.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Bot demonstrations, conversation design workshops, testing exercises and case studies from banks, airlines and utilities.

Course objectives

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

- Explain how chatbots and generative AI assistants work
- Select suitable customer service use cases
- Design natural and effective conversations
- Connect bots to knowledge bases and systems
- Design human handover and escalation
- Measure containment, satisfaction and quality

Target audience

This course is suitable for:

- Customer service and contact centre managers
- Digital channel managers
- CX and service designers
- IT and automation professionals
- Knowledge management teams



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Target competencies

Participants will develop competencies in:

- Conversation design
- Use-case selection
- Service integration
- Quality measurement
- Customer experience design

Course outline

Day 1: Conversational AI Basics

09:00–10:08	Rule-based bots versus generative AI
10:08–11:00	Channels: web, apps and voice
11:00–11:30	**Coffee break**
11:30–11:45	Channels: web, apps and voice (continued)
11:45–12:53	Customer expectations
12:53–14:00	Demonstration: bot comparison

Day 2: Use Cases and Strategy

09:00–10:08	Identifying high-volume intents
10:08–11:00	Business case
11:00–11:30	**Coffee break**
11:30–11:45	Business case (continued)
11:45–12:53	Risk and compliance
12:53–14:00	Workshop: intent analysis

Day 3: Designing Conversations

09:00–10:08	Tone and personality
10:08–11:00	Flows and fallbacks
11:00–11:30	**Coffee break**



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11:30–11:45	Flows and fallbacks (continued)
11:45–12:53	Generative answers with guardrails
12:53–14:00	Exercise: conversation scripts

Day 4: Integration and Handover

09:00–10:08	Knowledge bases
10:08–11:00	Back-end integration
11:00–11:30	**Coffee break**
11:30–11:45	Back-end integration (continued)
11:45–12:53	Seamless handover to agents
12:53–14:00	Case study: bank assistant

Day 5: Measuring Success

09:00–10:08	Containment and resolution
10:08–11:00	Customer satisfaction
11:00–11:30	**Coffee break**
11:30–11:45	Customer satisfaction (continued)
11:45–12:53	Continuous training
12:53–14:00	Implementation plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**£3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Amsterdam Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,540.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
Paris Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
London Confirmed dates	3 May 2027	7 May 2027	**£2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**£1,890.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,840.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**£3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Vienna Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,940.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**£3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.-**
Cape Town Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,890.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online