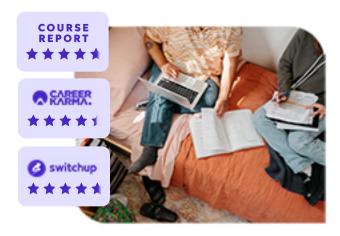**Chegg** Skills

Applying AI in Customer Service

🕐 Part-time (10 hours/week)

🌐 100% online

🎖 Certificate of Completion

Introduction

Congratulations on taking a major step in advancing your career. In this program, you'll learn key AI skills to deliver exceptional customer experiences, optimize workflows, and uphold ethical AI practices.

As a member of the Chegg family, we are always Student First. Backed by one of the largest ed tech companies in the world, we're committed to giving you the skills and learning support you need to grow professionally.

Here's what you need to know:

- **Program Length:** 2 months
- **Time Commitment:** Part-time (10 hours/week)
- **Instructional Type:** Online
- **Class Schedule:** Independent study
- **Credential Awarded:** Certificate of Completion

The minimum expected time commitment for this program is estimated at 10 hours/week. Within this self-paced course, some students may progress more quickly than others.

About the Program

Take your career to the next level with our Applying AI in Customer Service Certificate program. Gain practical expertise to integrate chatbots, automate messages, and make data-driven decisions to improve efficiency and enhance the customer experience. Students working in customer service roles across industries will leave equipped to tackle business challenges using real-world AI use cases, expand their knowledge of AI, and propel their career forward in the era of AI.

This program covers 6 high-level objectives:

1 Assess importance of AI implementation in the customer service industry

2 Enhance customer experience and efficiency using AI tools

3 Evaluate the effectiveness of human-machine interactions

4 Assess impact of AI on customer experience and satisfaction

5 Apply Natural Language Processing (NLP) to customer service

6 Integrate ethical considerations and data privacy into AI usage

Fundamentals of AI

Unlock the power of artificial intelligence and understand how it can be leveraged for customer service.

How You'll Apply These Skills:

Begin with an overview of the key concepts in artificial intelligence (AI), like machine learning, deep learning, large language models, natural language processing. You'll explore the pivotal role of AI in redefining customer service dynamics and diverse career opportunities in the customer service industry. Finally, you'll begin to delve into ethical and responsible AI usage, touching on data privacy and security to master AI effectively.

Course 2

Effective Human-Machine Interaction

Measure the effectiveness of human-machine interactions and its role in customer service.

How You'll Apply These Skills:

Explore the intricate dynamics of AI and human collaboration. You'll master context-aware communication strategies to engage customers, while analyzing the buabces of human-machine interaction. You'll practice evaluating feedback and its implications on AI performance. Finally, you'll identify and apply best practices for error recovery, ensuring a positive user experience.

Course 3

Enhancing Customer Experience

Evaluate the effectiveness of using AI tools to enhance the customer experience.

How You'll Apply These Skills:

Evaluate how AI technologies, like virtual assistants and chatbots, can enhance customer experience by offering value-added roles in modern customer service expectations. You'll recognize the potential of AI to curate personalized customer journeys and to manage customer requests effectively using AI-driven strategies. Finally, you'll analyze the importance of continuous learning and improvement in AI-driven customer service.

Course 4

Natural Language Processing (NLP) and Natural Language Understanding (NLU)

Delve into the pivotal role of NLP and NLU in creating seamless customer interactions.

How You'll Apply These Skills:

Gain a comprehensive understanding of NLP and NLU, including its applications in customer service like sentiment analysis and multilingual support. You'll learn to harness these technologies, using ethical strategies, to empower AI devices to effectively interpret and respond to customer interactions. You'll learn how to extract information from textual contexts, manage ambiguous queries, and develop comprehensive AI strategies for customer service scenarios.

Customer Satisfaction and Ethics

Unravel the complex aspects of AI-powered customer service.

How You'll Apply These Skills:

Examine customer satisfaction and engagement, focusing on personalized interactions, key metrics, and customer feedback. You'll explore AI's potential in tailoring unique customer experiences as well as methods to keep AI responsive to changing customer needs, with a focus on developing continuous improvement strategies. You'll examine the ethical side of AI in customer service, including possible biases in NLU systems and their societal, cultural, and personal impacts, to promote ethical AI practices within your organization when using AI.

FAQs

What support do you offer students during the program?

Unlike Chegg Skills other programs, AI courses are a short-form certificate program that can be expected to be completed in 2 months. Students will get real-time support through our live chat platform for answers to study-related questions, access to office hours, and academic support resources to guide them through the program effectively.

Do I need a computer to take the course?

Chegg Skills programs require a computer with high-speed internet access and video capability, including a webcam, a microphone, and speakers. Every student must own or have access to a personal computer with at least:

• 16GB RAM
• At least 2.0 GHz processor
• At least 256 GB HD

Computers must be available prior to the first day of class. Headphones are highly recommended. Macs must have the most current OS version installed, and PCs must be using either Windows 10 (or newer Windows operating systems) or a current version of a Linux operating system.

Chegg Skills

Apply for the Applying AI in Customer Service Certificate Program today.

Supercharge your career here.