



## AI AND DIGITAL TRANSFORMATION TRAINING

# Conversational AI and Customer Service Automation

3 day course

Classroom, online or in-house

## Course overview

Automated service channels either reduce cost and answer people faster, or they trap customers in a loop and push them to a channel that costs more, and the difference is design rather than technology. This course covers the design. Delegates work through intent and journey mapping to find what customers actually contact you about, conversation design including the handling of a request the system cannot meet, and the knowledge base that determines whether answers are correct. Escalation to a person is treated as a core feature rather than a failure. Language coverage is addressed, which matters in multilingual markets. The course closes on measurement, on containment as a misleading metric, and on continuous improvement from real transcripts.

## What you will learn

- Map intents and journeys from what customers actually contact you about
- Design conversations including requests the system cannot meet
- Build and maintain the knowledge base answers depend on
- Design escalation to a person as a feature, not a failure
- Handle multiple languages in a service channel
- Measure performance without relying on containment alone
- Improve continuously from real transcripts

## Who should attend

- Customer service and contact centre managers
- Digital channel and product owners
- Service designers and content staff
- IT staff implementing service automation
- Operations managers assessing automation business cases

## Course outline

- 01 Faster answers against a loop the customer cannot escape
- 02 Intent and journey mapping
- 03 Conversation design
- 04 Handling what the system cannot do
- 05 Knowledge base and answer correctness
- 06 Escalation to a person
- 07 Multilingual service
- 08 Measurement, containment and continuous improvement

## Upcoming dates

| Dates                  | Venue              | Format    | Fee per delegate |
|------------------------|--------------------|-----------|------------------|
| 18 to 20 November 2026 | Gaborone, Botswana | Classroom | R14,950          |
| 23 to 25 December 2026 | Maputo, Mozambique | Classroom | USD 995          |
| 3 to 5 February 2027   | Online             | Online    | R6,500           |

## Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia,



Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit [www.afrisciencegroup.com](http://www.afrisciencegroup.com), email [info@afriscience.co.za](mailto:info@afriscience.co.za), or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | [info@afriscience.co.za](mailto:info@afriscience.co.za) | Pretoria, Gauteng, South Africa