COURSE: AI BASED CUSTOMER EXPERIENCE MANAGEMENT

This course dives into how AI transforms marketing and sales. You'll explore analytics, automation, chatbots, and robotic process automation, while learning to design AI-powered customer touchpoints and digital organizations. Gain insights into new roles, skills, and advanced strategies to stay ahead in the digital landscape.

Qualification targets:

- Master AI-powered customer interactions: Design engaging chatbots, personalize customer journeys, and optimize digital touchpoints.
- Unlock data-driven insights for CX: Analyze customer data, understand AI's role in data strategy, and make informed decisions to enhance customer satisfaction.
- Automate marketing and sales operations: Implement RPA to streamline processes, increase efficiency, and free up valuable resources.
- Develop innovative, AI-driven business models: Explore new revenue streams, adapt existing strategies, and leverage AI for a competitive edge.

Sub-course: Digital customer touchpoints with AI/chatbots

- Customer experience management strategies
- AI usage as the basis for a good customer experience
- Development of a customer experience (CX) concept
- Big data CX use case examples
- Chatbot & avatar design principles
- Derivation of requirements & design for a chatbot
- Configuration of a chatbot/avatar

Sub-course: Robotic Process Automation / AI in Marketing & Sales

- Robotic process automation in marketing and sales
- Usage of generative AI in marketing & sales
- AI-driven revenue streams
- AI based business model development

Certificate degree:

Digital further education at university level–
our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization:

Lecturer: Julia Lehmann, Malte Horstmann
Workload: 150 hours (10% attendance, 40% preparation/follow-up, 50% assignments/group work)
Framework: Lecture, discussions, exercises and case studies
Form of the exam: Student research project (100%)
Course language: English