

Course : Generative AI for Customer Service and Technical Support Teams

Optimize request handling, speed up incident resolution, and improve service quality

Practical course - 2d - 14h00 - Ref. SVA

Price : 1650 CHF E.T.

NEW

After-sales service and technical support teams are facing a steady increase in the volume of requests, high expectations for responsiveness, and the need to maintain a consistent quality of response. Generative artificial intelligence tools now enable technicians and advisors to effectively analyze incidents, draft responses, build knowledge bases, and automate repetitive tasks. This training provides a practical, operational, and well-understood overview of AI applications in support roles.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify relevant uses of generative AI in after-sales service and technical support activities
- ✓ Write effective prompts to assist with diagnosis, information gathering, and drafting technical responses
- ✓ Leveraging generative AI tools to improve productivity and the quality of ticket handling
- ✓ Verify the reliability, confidentiality, and compliance of content generated by AI
- ✓ Integrating AI into Support and Knowledge Management Processes
- ✓ Use multimodal AI to analyze screenshots, photos of equipment, and images of errors submitted by customers

Intended audience

After-sales service technicians, technical support teams, help desk staff, service center staff, support supervisors, technical customer relationship managers, tool specialists, or support quality specialists.

Prerequisites

None

PARTICIPANTS

After-sales service technicians, technical support teams, help desk staff, service center staff, support supervisors, technical customer relationship managers, tool specialists, or support quality specialists.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

A mix of theoretical instruction, demonstrations, hands-on workshops, and professional role-playing exercises. Contextualized case studies, prompt templates, and guided exercises.

Course schedule

1 Understanding the Challenges and Applications of AI in Technical Support

- Understanding the principles, uses, and limitations of generative AI in a technical support context
- Distinguishing Generative AI from Other Automation and Assistance Tools
- Analyze use cases relevant to after-sales service and technical support activities
- Evaluating the Contributions of Generative AI to Improving the Effectiveness of Technical Support
- Compare generative AI solutions based on their features, use cases, and privacy levels

Hands-on work

Group analysis of use cases from technical support. Mapping of high-value-added tasks and tasks that can be automated. Small-group workshop: identifying relevant AI applications within the participants' business context. Guided demonstrations of recent generative AI tools. Interactive quiz to reinforce key concepts.

2 Mastering Prompting for After-Sales Service and Technical Support

- Structuring Effective Prompts to Obtain Actionable Responses
- Formulate requests tailored to users' varying technical skill levels
- Generate clear, informative, and context-specific customer service responses
- Prepare incident summaries, reports, and technical procedures
- Adapt the tone, style, and level of detail based on the customer context, the communication channel, and the nature of the request

Hands-on work

Individual exercises in writing prompts for various scenarios: troubleshooting, user support, drafting after-sales service emails, responding to a dissatisfied customer, and creating technical procedures. Workshops in pairs with gradual refinement of the prompts. Comparison and critical analysis of the results generated by the AI. Simulation: Complete handling of a complex support ticket with AI assistance.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Speed up the processing of requests and the diagnosis of incidents

- Using AI to analyze symptoms and suggest possible solutions
- Use multimodal AI to analyze visual content submitted by customers
- Quickly search for technical information in documentation or historical records
- Generate diagnostic trees and intervention checklists
- Automate the drafting of recurring responses and reports
- Using AI to Prioritize and Qualify Incoming Requests

Hands-on work

Case studies based on realistic technical incidents. Group exercises: using AI to propose a diagnostic plan and develop a structured response. Simulation of ticket classification based on emails or incident descriptions. Collaborative workshop: creating a library of business-specific prompts that can be reused by a support team. Multimodal workshop involving the analysis of screenshots and photos of defects, followed by identifying the issue and drafting the corresponding customer response.

4 Ensuring the reliability of AI applications and securing the data on the medium

- Verify the relevance and reliability of the responses generated by AI
- Detecting errors, approximations, and hallucinations in models
- Implementing GDPR Requirements in the Context of Customer Support
- Regulating the Use of AI in a Professional and Regulatory Context
- Define best practices for using and validating user-generated content

Hands-on work

Critical analysis of AI responses containing technical errors or incomplete information. Cross-checking exercises using documentary sources. Group workshop: identifying sensitive data that must be protected in customer service communications. Development of a charter of best practices for AI in a support service.

5 Integrating AI into the Technical Support Organization and Processes

- Identify support processes that can be optimized using AI
- Organizing Knowledge Capture with the Help of AI
- Structuring an Approach to Continuous Improvement in AI Applications
- Measuring Improvements in Performance and Service Quality
- Develop an AI adoption plan tailored to your team or department

Hands-on work

Wrap-up workshop: Developing an individual or team action plan to integrate AI into after-sales service activities. Small-group work: Defining performance and quality metrics. Final simulation exercise: processing a complete workflow of requests using generative AI in a thoughtful manner. Group debriefing and sharing of best practices.

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Dates and locations

REMOTE CLASS

2027 : 15 Mar., 14 June, 30 Sep., 2 Dec.