

Customer Relationship Management in the Age of AI & Automation

COURSE OVERVIEW

This course examines how intelligent technologies are reshaping customer engagement, service delivery, and retention strategies. It looks critically at key areas such as AI-driven customer insights, predictive analytics, chatbots, marketing automation, and personalized customer experience design. Participants will learn how to integrate AI and automation tools into CRM systems to enhance responsiveness, streamline operations, and foster deeper customer loyalty. By the end of the course, participants will be equipped to build data-informed, scalable, and human-centered CRM strategies for the digital era.

WHO SHOULD ATTEND?

This course is ideal for Customer Relationship Managers, Sales and Marketing Executives, Business Development Managers, and Customer Experience Professionals. It is also valuable for Digital Transformation Leads, Data Analysts, CRM System Administrators, and entrepreneurs seeking to leverage AI and automation to enhance customer engagement, optimize service delivery, and drive long-term client loyalty.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand how AI and automation transform CRM strategies.
- Apply predictive analytics for customer insights and retention.
- Leverage automation for personalized, scalable customer engagement.
- Optimize CRM systems for improved customer loyalty and satisfaction.
- Align CRM practices with digital-first business strategies.
- Measure customer satisfaction and loyalty using real-time insights.
- Develop AI-enabled CRM strategies that balance technology with human touch.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The transformation of customer relationship management in the era of AI, automation and predictive intelligence.
- How to use machine learning, NLP and automation to personalize engagement.
- The architecture and integration of next-generation CRM systems with sales, marketing and service ecosystems.
- How data-driven decision-making support loyalty, retention and brand advocacy.
- Case studies on predictive CRM strategies.
- Practical tools for customer journey automation and personalization.
- Ethical data governance, transparency and customer trust in automated environments.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded