

AI for NGO, Government and Business

AI for Customer Service and Call Centre Operations

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE

MSDI

DELIVERY

Online / Face-to-Face

DURATION

Flexible

PREPARED FOR

Organisation Approval

[Register for this Course](#)

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Course Overview

Administration, customer service and call centre environments can use AI to improve response quality, reduce turnaround time, analyze customer feedback and support better service delivery.

This Magna Skills course focuses on chatbots, scripts, complaint handling, customer insights, quality assurance and AI-supported service improvement for customer-facing teams.

The course emphasizes practical implementation, real workplace examples and responsible AI use within organizational policies and service delivery standards.

Course Outcomes

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1. Use AI tools to improve customer communication, response quality and service speed.
2. Develop AI-supported scripts, FAQs, templates and service messages.
3. Analyze customer complaints, feedback and service patterns for improvement.
4. Apply AI to support call centre performance, coaching and quality assurance.
5. Use AI responsibly while protecting customer privacy and service standards.

Course Outline / Curriculum

Course Outline

Module 1: AI in customer service and call centre operations

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 2: Chatbots, virtual assistants and automated support

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 3: AI for scripts, FAQs and customer communication

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 4: Complaint handling and feedback analysis

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 5: Customer experience and service quality improvement

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 6: AI for performance monitoring and coaching

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 7: Service recovery and escalation support

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 8: Data privacy in customer service environments

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 9: Responsible AI use in customer communication

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 10: Developing AI customer service templates

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Target Audience

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Customer service managers, call centre agents, front office teams, administrators, reception teams, service delivery officers, sales support staff, supervisors, public service desks, complaint handling teams, client relations officers and operations managers.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

Pretoria, South Africa

Vic Falls, Zimbabwe

Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

Kigali, Rwanda

Kampala, Uganda

Nairobi,

Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

Accra, Ghana

Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

Online, E-Learning

Remote Teams

Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

Onsite

Custom Dates

Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

[Register / Apply Online](#)

[View Full Course Page](#)

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training

NGO Capacity Building

Corporate Workshops

Online Learning

Face-to-Face Training

Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	AI for Customer Service and Call Centre Operations
Preferred Delivery Mode	<input type="checkbox"/> Online <input type="checkbox"/> Face-to-Face <input type="checkbox"/> Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name

Signature / Stamp

Date