



Certification Program

# Foundations in AI for CX



From adopting new technology to scaling initiatives, this program empowers CX leaders and executives to transform AI's potential into actionable solutions.

## Turn Potential into Impact

### Customer Loyalty

Build trust and lasting relationships with AI-driven customer experiences.

### ROI Optimization

Maximize investments by refining technology and resource utilization.

### Risk Mitigation

Avoid costly mistakes using best practices in technology implementation and management.

## Our Commitment

We help global brands and BPOs craft CX ecosystems where technology powers intuitive, human-centered interaction.

Guided by the COPC CX Standard, we tackle root causes and design service journeys that inspire loyalty and deliver bottom-line results.



Select and Manage  
Technology Providers



Align AI with Customer  
and Business Needs



Enhance AI  
Response Quality



Navigate AI  
Governance and  
Ethics Complexities



Prepare and Manage  
Knowledge Bases for  
Conversational AI

## Training Formats

### Private

Customized to  
business and  
team needs.

### Public

Comprehensive  
content applicable  
across industries.

**Build stakeholder  
confidence with industry-  
recognized certification.**



## Delivery Options



In-person



Live-Virtual



Master Digital CX  
Transformation  
Fundamentals



Identify Key  
Operational Needs for  
Successful Integration



Measure, Manage  
and Improve AI  
Performance

## Prepare to Deliver on AI Initiatives

### Corpay

Kelly Fifarek

Senior Vice President of Operations



The curriculum was well-designed and incredibly relevant to CX leaders. It provided me with actionable strategies to bring back to my team.

### Walmart

Rafael Barragen

Director | Driver Experience and Strategy



This was an absolutely brilliant learning exercise. The structure focused on guiding principles, frameworks, and design thinking concepts that could be tailored to any AI project. This was a wonderful investment in the growth journey of some of our highest-performing talent.



Expert-Led Sessions



Collaborative Learning



Real-World Case Studies

## Take the Lead with AI

[Click to Get Started](#)