XUNIVERSITY
Developing Experience Makers

In Partnership with...

ICX
INSTITUTE OF CUSTOMER EXPERIENCE



X in the Age of AI

Transform Your Customer and Human Experience with Intelligent Systems

Enroll in our online course today!

This comprehensive 5-module program equips students with the strategic insights, practical tools, and ethical frameworks needed to drive AI transformation in Customer and Human experience.

Course Overview



Module 1: Mastering AI for CX Transformation: The Rise of Intelligent Systems
- *Leverage AI to enable smarter, adaptive customer interactions and enhanced personalization.*
- *Integrate ethical design to build human-centered, AI-first CX strategies.*

Module 2: Activating AI For Customer Engagement: Optimize the Customer Lifecycle
- *Apply AI for emotionally intelligent, predictive engagement along the customer journey.*
- *Evaluate and deploy key tools to activate AI throughout the customer lifecycle.*

Module 3: Intelligent Journey Orchestration: Human-AI Synergy in CX
- *Orchestrate customer journeys by combining AI efficiency with human insight in real time.*
- *Implement journey mapping and predictive automation to advance CX transformation.*

Module 4: AI-Ready Leadership: Scaling, Governance and the Future of CX
- *Scale AI enterprise-wide using strong leadership, governance, and collaboration.*
- *Embed AI and use frameworks to map CX maturity and deliver personalized service.*

Module 5: Agentic AI: The Future of AI-Automation Solutions
- *Differentiate agentic AI from traditional generative AI for proactive customer orchestration.*
- *Apply anticipation, governance, and the AIRI Readiness Model to scale agentic AI in CX.*

The future of customer and human experience belongs to organizations that can seamlessly blend artificial intelligence with human insight to create exceptional customer journeys.



What You'll Gain

Strategic Vision.....Develop comprehensive AI-enabled CX roadmaps
Practical Skills.....Hands-on experience with AI implementation
Leadership Toolkit.....Frameworks for leading AI transformation
Ethical Foundation.....Responsible AI deployment practices
Competitive Edge.....Stay ahead in the AI-driven marketplace

Program Features

Expert Faculty.....Industry-leading AI and CX practitioners
Real Case Studies.....Learn from successful AI transformations
Peer Networking.....Connect with fellow CX leaders
Digital Resources.....Ongoing access to frameworks and tools
Completion Certificate.....Professional X in the Age of AI credential

Register Today

or Contact Us:

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winner of CX DAY Impact Awards — Impact on the CX Profession 2022

CX UNIVERSITY
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CXU Scores +93 on the NPS
never standing still