



CUSTOMER CARE

Customer care is at the heart of building and maintaining customer relationships, offering support, resolving issues, and ensuring satisfaction

KEY AREAS

Customer support, service delivery, complaint resolution, and customer satisfaction

Popular Careers

AI Customer Experience Specialist, Multichannel Support Agent, Omnichannel Service Coordinator, Customer Experience Designer, Data Analytics Specialist for Customer Insights, Remote Customer Engagement Manager

Skills needed

Communication, problem-solving, patience, empathy, and product knowledge.

Why it matters

Good customer care builds loyalty, enhances brand reputation, and drives business success.

Future look

As businesses prioritize customer experience, customer care roles are becoming more specialized and data-driven, offering growth opportunities



This project has been funded with support from the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union and EU cannot be held responsible for them.



Co-funded by the
Erasmus+ Programme
of the European Union

AI Customer Experience Specialist



He enhances customer interactions by implementing AI-driven solutions like chatbots and virtual assistants. He/she analyzes customer data to gain insights, personalize engagement, and improve the overall customer journey.

Working conditions

S/he typically works in an office or remote setting, analyzing customer interactions and optimizing AI-driven support systems. The role involves long hours on computers, collaboration with IT and marketing teams, and occasional high-pressure situations to resolve technical or service issues efficiently.

Tasks

Definition of AI Customer Experience Strategy; Selection and Implementation of AI Solutions for Customer Experience; Data Management and Analysis; Development and Optimization of AI Interactions; Improvement of Customer-Company Interaction; Change Management and Innovation; Customer Journey Mapping.

Skills

Knowledge of AI and Machine Learning, Data analytics skills, Customer Service Automation Systems: AI platforms for customer support and automation; UX/UI, Chatbot and Virtual Assistant Technologies; Communication skills

Education

Master's Degree in Computer Science, Engineering, Software Engineering or Data Science. Courses in AI, Machine Learning and Data Analysis, and in Marketing and Customer Experience.

Opportunities

Private companies specialized in Corporate Customer Experience, Customer Service companies, Marketing and Communication companies; IT companies offering AI services applied to corporate Customer Experience

Multichannel Support Agent



Provides customer support across various channels, including social media, chat, email, and phone, ensuring a seamless experience. He/she responds to customer inquiries through multiple platforms in a timely manner, log customer interactions and resolutions in the company's CRM system for tracking.

Working conditions

The role of Multichannel Support Agent can be performed in various contexts, such as call centers, corporate offices or even remotely. Flexibility is required to adapt to variable work shifts, including weekends and holidays, depending on the business needs.

Tasks

Management of Support Requests on Different Channels; High Quality and Personalized Support and Problem Resolution; Multichannel Management and Coordination of communications; Monitoring and Reporting of Activities; Collaboration with the internal team; Adaptation to Multichannel Technologies and Tools

Skills

Support Software and CRM; Communication Channel Management, Automation and AI; Data Analysis; Data Security & Privacy; Reporting Systems; UX/UI; Product Knowledge; Time Management; Problem-solving; Empathy and Active Listening

Education

Master's Degree in Communication, Marketing, Computer Science or Business. Specialization courses in customer service or multichannel management and/or support software.

Opportunities

E-commerce and Online Retail, Financial Services and Banking, Telecommunications and Internet Service Providers, Software Companies, Travel and Tourism, Health and Healthcare, Public Services and Utilities, Training and Education.