WILL **AI**
REPLACE **ME?**

Customer Service Manager

Media and Digital

The Customer Support Manager plays a central role in post-sales customer satisfaction. While some procedures and analyses can be automated or assisted by AI, especially in performance monitoring, the core of the job relies on interpersonal skills, team management, and interdepartmental collaboration. These human and relational dimensions, crucial for resolving customer issues and managing a team, are difficult to automate.

However, AI could provide assistance in terms of predictive analysis to anticipate issues or optimize customer support processes.

Automation degree: 33.33%   Moderate but identified automation impact of AI on this Job

33.33%

Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (**« AI Automation Impact »**).The modeling uses 8 criteria detailed on the **« Methodology »** page.

Tasks	AI Automation Impact
Manage and supervise the after-sales service (SAV) team to ensure fast and effective handling of post-sale customer requests.	Significant
Collaborate with sales, production, and quality departments to resolve issues encountered by customers and ensure their satisfaction.	Moderate
Implement procedures and tracking tools to analyze after-sales service performance, identify areas for improvement, and implement corrective actions.	Significant

Impact on skills

At-risk Skills ↓

Preparing a Quote	Numerous systems are being implemented to automate the process of quote creation. They can quickly analyze the nature of the problem, evaluate the cost of parts and labor, and generate a quote within moments. The human role in establishing a quote could therefore diminish as these systems become more sophisticated and widely adopted
Locating service failures through Controls, Tests, and Measurements	As technologies evolve, products are becoming increasingly 'smart' and are capable of self-diagnosing. Many modern devices already integrate diagnostic systems that can automatically identify failures or malfunctions. These systems reduce the need for manual intervention to locate a failure.

Future-proof Skills ↑

Driving Continuous Improvement Initiatives	Ability to deeply analyze feedback, customer returns, and after-sales service performance data to identify opportunities for improvement. Implement innovative solutions and collaborate effectively with various departments to ensure successful adoption and implementation of corrective actions, all while measuring and monitoring the effectiveness of the changes made
Mastering Customer Relations (Face-to-face or Remote)	Level 1 interventions will be automated, but as soon as a finer understanding of the incident becomes necessary, relational competence remains key to customer retention.

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