

ICAgile Micro-Credential: AI for Customer Insights

Workshop Overview

The AI for Customer Insights Micro-Credential equips professionals with practical experience applying artificial intelligence tools to identify, understand, and capture feedback from their customers.

Target Audience

Individuals curious to apply AI to better identify, understand, and capture feedback from their customers. Professionals in leadership, product design, product ownership, product management, business analysis, marketing, and sales roles.

Learning Outcomes

- Analyze customer profiles for current and future customers generated using AI for a case study or real world scenario. Identify the relevant customer profiles and discuss the risks of using AI to identify customers
- Apply two or more techniques to uncover customer behaviors for a case study or real world scenario using AI. Critique the AI generated results to distinguish relevant customer behaviors
- Design an approach to collect customer feedback using AI for a case study or real world scenario. Discuss the pros and cons of the AI generated approach
- Simulate customer feedback using AI for a case study or real world scenario. Analyze the AI generated feedback to identify one or more hypotheses to validate through customer engagement
- Explain how AI generated customer insights can be used to enhance customer interactions, inform product development, and guide strategic decision-making. Critically assess the challenges and ethical implications of using AI for customer profiling and decision-making

Certification Prerequisites

General knowledge of generative AI or completion of AI training such as Foundations of AI (ICP-FAI).

About Us



Agilizing is an ICAgile member organization

ICAgile helps professionals transform themselves into agile masters who can incorporate agile methods and go beyond the constraints of agile processes. We do this by ensuring that the Agile workshops you take are certified based on proven, discipline-specific learning outcomes. As a certification body – backed by agile thought leaders – ICAgile work with training providers and organizations to certify their agile



workshops and ensure that all learning leads you on your journey to agile mastery.