ICAgile AI for Customer Insights Micro-credential Training

Duration: **3 Day**

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Overview

Understanding customers is more critical than ever in today's data-rich environments. This ICA-accredited micro-credential helps learners apply AI tools to uncover customer behaviours, simulate feedback, and generate actionable insights. Participants will explore how generative AI can support profiling, pattern recognition, and strategic decision-making, while maintaining ethical standards and human oversight. The course focuses on responsible use of AI to enhance customer understanding and drive product and experience innovation.

Prerequisites

Learners should have:

- Completed Foundations of AI (ICA ICP-FAI), or have equivalent knowledge of generative AI tools and capabilities.

Target audience

This course is ideal for:

- Product managers, designers, analysts, marketers, and leaders seeking deeper customer insight
- Professionals aiming to improve customer experience and strategy through AI
- Teams working in customer-centric environments where data-driven decisions matter

What You Will Learn

By the end of the course, participants will be able to:

- Generate and analyse AI-driven customer profiles, identifying risks and opportunities
- Apply AI techniques to uncover behaviours and validate relevance
- Design and simulate customer feedback collection using generative tools
- Use insights to inform product development, customer interactions, and strategic planning
- Evaluate ethical implications of AI in profiling and decision-making