

Lesson Plan

Module: Data Analytics

Learning Unit: Customer feedback

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> - explain what customer feedback is and what are the benefits of data analysis in customer feedback analysis. 	<p>Benchmark</p> <p>big data</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Empower</p>
<p>Professional micro-learning outcomes</p> <p>Learners will:</p> <ul style="list-style-type: none"> - explain what customer feedback is - identify the importance and contribution of the monitoring and measurement of customer feedback - list the 5 main benefits of data analytics in customer feedback analysis 	
<p>Micro-learning activities</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video "Customer Feedback" 2. have the option to check out more resources: <ul style="list-style-type: none"> - read this blog https://www.hubspot.com/customer-feedback The article describes a strategic system for gathering and implementing customer feedback: <i>The A.C.A.F. Customer Feedback Loop</i>. - watch the video <i>How to get customer feedback</i> https://youtu.be/l3ny4RnFyD4 	