

# AI & Feedback Analytics in Higher Education: Strategies to Enhance Your Teaching and Learning Experience





## Introduction

**Is your institution listening to what students need—or only scratching the surface?**

Artificial intelligence is no longer a future concept; it's here to stay, and it's revolutionizing how organizations innovate and thrive. For higher education institutions, AI offers a winning formula to prioritize growth and enhance student engagement. By harnessing the power of AI-powered feedback analytics, institutions move beyond surface-level insights, uncovering actionable opportunities that drive meaningful change.

This eBook dives into **how AI transforms the way higher education institutions collect, analyze, and act on student feedback**. With these tools, institutions can **uncover patterns, detect early warning signs, and implement strategies that align with their mission and vision**—making AI an indispensable ally in shaping the future of higher education.

## Why This Matters to Senior Administrators

**For provosts, deans, and institutional effectiveness leaders, the stakes are higher than ever. Accreditation requirements demand robust evidence of institutional effectiveness, while governments and ranking bodies increasingly emphasize measurable outcomes. Failing to meet these expectations can jeopardize an institution's credibility, diminish enrollment, and weaken stakeholder confidence.**

Conversely, surpassing these standards solidifies compliance, strengthens institutional reputation, attracts exceptional students and faculty, and reinforces trust among key audiences.

AI-powered feedback analytics offers a practical solution, empowering institutions to navigate these high-stakes demands by turning data into actionable insights that drive compliance and meaningful progress.



# What You Can Expect in this eBook

Structured to walk you through the transformative potential of AI in feedback analytics, this guide focuses on three critical themes:

## Student Engagement:

How to redesign feedback mechanisms to capture diverse perspectives and foster continuous dialogue.

## Faculty Accountability:

Strategies involving faculty in the feedback loop while promoting development rather than punitive measures.

## Feedback Analytics:

Turning qualitative and quantitative data into actionable insights that improve institutional effectiveness.

Drawing on insights from 2024 Explorance Customer Community Annual Conference in Dubai, you'll get real-world examples and expert perspectives from universities across the region and beyond.

You'll also learn how institutions use AI-driven tools to overcome challenges such as survey fatigue, low response rates, and the complexities of analyzing unstructured data.

Let's begin by exploring the current state of feedback in higher education and highlighting crucial opportunities.

# Chapter 1: The Current State of Feedback in Higher Education

## The Growing Importance of Student Feedback

Feedback has always been a cornerstone of academic improvement, providing valuable insights into teaching effectiveness, curriculum design, and student satisfaction. However, traditional feedback systems increasingly fall short, and institutions need a fresh, modern approach that transcends these limitations.

## Common Challenges Presented by Traditional Feedback Methods

Moderating the conversation taking place at the Explorance conference, Samer Jaffar, General Manager of EMEA, added that universities often rely on surveys, focus groups, and interviews to gather student feedback. Universities often rely on surveys, focus groups, and interviews to gather student feedback. While these methods provide valuable insights, each has inherent limitations that hinder their effectiveness, including:

- **Low response rates from surveys, limiting representativeness.**
- **Over representation of outspoken voices in focus groups.**
- **Time-consuming and inconsistent manual analysis of qualitative data.**



These challenges create blind spots in decision-making. Skewed feedback from low survey response rates or vocal participants can amplify isolated opinions while overlooking broader issues. Without consistent analysis, critical insights may be missed, which delays meaningful action and leaves key concerns unresolved.

Timing further complicates feedback collection. Institutions frequently miss key opportunities to engage students when their input could have the most significant impact. Without timely data, actionable insights are delayed, limiting the ability to address concerns proactively.

Capturing feedback at key academic milestones is crucial for driving change. Mid-semester feedback allows instructors to address student concerns immediately and improve the learning experience before it's too late. On the other hand, end-of-program surveys provide a comprehensive view of program effectiveness, helping institutions refine curricula and prepare for accreditation. By targeting these critical moments,

institutions can ensure feedback is not only timely, but also impactful. This approach fosters stronger student engagement and creates opportunities for continuous improvement that align with institutional goals.

### Another significant hurdle lies in processing the complexity of qualitative feedback.

Open-ended survey responses and focus group discussions are rich in detail, but difficult to analyze at scale. AI-driven sentiment analysis offers a transformative solution by identifying patterns and trends in qualitative data, enabling institutions to turn feedback into actionable insights.

Explorance MLY harnesses this technology to process unstructured feedback efficiently and reveal recurring concerns or areas of strong student support. By leveraging MLY, institutions can act on these insights with precision.

## How Universities Addressed These Challenges

Coventry University provides a powerful example of how timing and transparency can elevate the impact of student feedback. By introducing a mid-module feedback strategy, the university not only collects data at critical points in the academic cycle but also ensures that this data is actionable. This approach allows instructors to address concerns in real time, demonstrating a clear commitment to responsiveness and fostering trust among students.

During the discussion, **Prof. Andrew Turner, Deputy Vice-Chancellor of Coventry University,** elaborated on the success of this initiative:

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*One of the most important parts of collecting student feedback is during the onboarding journey. For the last 12 years, we have engaged with students during every mid-module and end-module. Their feedback is directly embedded in the learning environment.*



*Prof. Andrew Turner, Deputy Vice-Chancellor of Coventry University*

Another example comes from Dubai Medical College for Girls, which implemented a continuous feedback model enabling students to share their concerns in real time.

**Dr. Shifan Khanday, Director of E-Learning at the Dubai Medical College for Girls,**

explained that this approach facilitates a dynamic two-way dialogue and cultivates a collaborative environment, enhancing trust and responsiveness within the institution.



## Chapter 2: *Reimagining Student Engagement through Feedback*

### Why Student Engagement is Central to Quality Assurance

Institutions rely on engaged students to provide meaningful feedback, which informs decision-making and drives continuous improvement. By linking student feedback to institutional goals, universities can ensure their programs meet the evolving needs of their diverse student populations.

Ten years ago, feedback focused on lectures and course materials. Today, it extends to mental health support, diversity initiatives, and technology-driven learning. Real-time feedback drives changes like hybrid classrooms and enhanced student services, showing that engagement isn't just important—it's transformative.

**Prof. Ahmed Ghonim, Associate Director at the Higher Colleges of Technology,** underscored the importance of involving students from the beginning of their academic journey. Starting during orientation, he suggests institutions should establish clear pathways for collecting meaningful feedback and informing students about how their input influences decisions.

### Redesigning Surveys and Feedback Mechanisms to Address Challenges

Traditional feedback methods often fail to capture the full spectrum of student experiences. Institutions are now reimagining these mechanisms to overcome limitations of rigid survey formats and limited response diversity. Unstructured feedback channels, such as surveys with open-ended questions, provide richer insights by allowing students to express sentiments in their own words.

Balancing the frequency of feedback collection is another key consideration. While frequent feedback offers timely insights, survey fatigue remains a significant challenge.

**Prof. Abhilasha Singh, Professor at the American University in the Emirates,** said that poorly timed or repetitive surveys often result in low response rates.

Strategic timing is crucial—feedback collected before the semester can uncover student expectations, while mid-semester surveys help address issues as they arise.

**To keep feedback fresh and actionable, institutions can mix things up with focus groups or forums. These methods dive deeper into student experiences and ensure feedback remains meaningful without overwhelming participants.**



## Redesigning Surveys and Feedback Mechanisms to Address Challenges

Artificial intelligence is transforming how institutions analyze and act on student feedback. Sentiment analysis deciphers emotional undertones, which reveals dissatisfaction and disengagement early on.

But AI's value doesn't stop there—it identifies hidden trends across diverse data sources, enabling institutions to predict issues before they arise. By personalizing interventions and streamlining decision-making, AI transforms feedback into a dynamic tool for shaping a more engaged, satisfied student body and promoting institutional excellence.

With tools like Explorance MLY, institutions can move from reactive problem-solving to proactive engagement by:

### Uncovering sentiment at scale:

Gain a deeper understanding of student emotions and trends.

### Predicting and addressing critical issues:

Flag urgent concerns while safeguarding sensitive data and identifying emerging patterns.

### Tailoring feedback mechanisms:

Customize surveys and engagement strategies based on demographic factors, ensuring inclusivity and higher participation rates. AI also supports the customization of feedback mechanisms based on demographic factors. During the conversation, **Dr. Amit Sareen** reinforced how tailored approaches for undergraduates and graduates can ensure inclusivity and increase participation.

This was backed by **Dr. Hanadi Kadbey, Head of Institutional Research and Effectiveness at the Emirate College for Advanced Education**, who noted that undergraduate students often gravitate toward structured, quantitative surveys.

In contrast, graduate students prefer sharing detailed insights through qualitative formats like open-ended responses or focus groups. Adapting surveys to meet the specific needs of diverse student groups is key to enhancing the relevance and effectiveness of engagement strategies.

Tailoring feedback to fit diverse preferences is a game-changer for institutions, ensuring that every voice is heard and every insight counts.



## Chapter 3: *Faculty Accountability and Engagement in the Feedback Loop*

### The Faculty's Role in Closing the Feedback Loop

Faculty members play a pivotal role in turning student feedback into meaningful change. When faculty actively engage in transparent feedback processes, they build trust and strengthen their connection with students. This trust reframes feedback as a shared opportunity for growth rather than a one-sided critique.

By fostering this collaborative environment, institutions enhance student satisfaction and engagement, as well as reduce the administrative burden of managing feedback. With faculty addressing concerns directly, feedback becomes a more dynamic and impactful tool, strengthening the institution's reputation and creating a culture of continuous improvement.

## Accountability Without Punishment

Using feedback constructively, not punitively, is essential for encouraging faculty engagement. When positioned as a tool for growth, feedback empowers faculty to improve, innovate, and take ownership of their teaching.

This approach drives stronger connections with students and elevates the institution.

**Prof. Abhilasha Singh** advocated for feedback as a developmental tool and emphasizes that it should guide professional growth rather than serve as a basis for penalties.

## Establishing Feedback-Based Faculty Training

Training faculty to receive and respond to feedback constructively is essential for creating a culture of continuous improvement. Tailored training sessions can equip faculty with the skills to interpret feedback effectively and integrate it into their teaching practices.

**Dr. Hanadi Kadbey** mentioned the importance of including workshops on emotional resilience and communication in these programs. Such training enables instructors to engage with feedback positively and productively, leading to growth and collaboration.

She highlighted how triangulating data from multiple sources, such as peer reviews and student surveys, creates a comprehensive picture of faculty performance.

Data triangulation strengthens the reliability of performance assessments and enables more balanced decision-making. By combining diverse insights, institutions can provide faculty with actionable feedback while avoiding oversimplified interpretations of their performance.

AI can also support personalized faculty development by tracking responsiveness to feedback and recommending targeted training. For example, if recurring feedback highlights communication or course structure issues, AI tools can suggest specific workshops or resources to address these gaps. Personalized action plans ensure that training is relevant and impactful, and help faculty build the skills needed for continuous improvement.

## Empowering Faculty for Continuous Improvement

**Motivating faculty to engage with feedback is critical for driving institutional success, as their responsiveness directly impacts student satisfaction, retention, and learning outcomes.**

One effective strategy is to tie incentives to positive student evaluations and retention rate changes. Recognizing and rewarding faculty who demonstrate responsiveness to feedback encourages a culture of accountability and continuous improvement.

Strategies such as peer recognition programs, performance bonuses, or opportunities for professional advancement can further incentivize faculty to address recurring feedback themes.

**Dr. Amit Sareen** reinforced the need to align institutional goals with faculty development, ensuring that instructors see the value of feedback in their professional growth.



## Case Study: Zayed University

Zayed University provides a compelling example of how accountability frameworks can drive faculty engagement during the feedback process.

In the discussion, **Samit Lotlikar, Institutional Research and Data Analytics Manager at Zayed University**, shared insight into how the university created a culture of divided responsibility for student success by introducing structured mechanisms for reviewing and acting on feedback.

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*With Explorance MLY and qualitative analysis, we can analyze sentiment and distribute the feedback back to instructors. Student anonymity and privacy are still there, and now every stakeholder can address student concerns.*



*Samit Lotlikar, Institutional Research and Data Analytics Manager at Zayed University*

These frameworks improved student satisfaction and fostered a sense of ownership among faculty, demonstrating that accountability and engagement can go hand in hand.

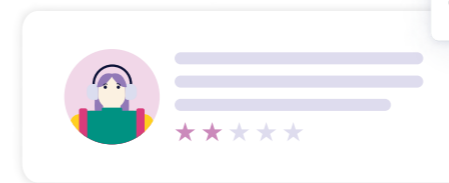
Download the full case study to explore these strategies in depth and uncover practical steps for applying them at your institution.

# Chapter 4: *Feedback Analytics—Turning Data into Actionable Insights*

## Feedback Analytics and Institutional Effectiveness

By transforming qualitative data into strategic insights, universities can identify key trends and make informed decisions that align with their teaching and learning goals. For instance, create a roadmap for continuous progress with sentiment analysis and data categorization that highlight areas where institutions excel or need improvement.

Qualitative data, which once required weeks of manual effort to analyze, can now be processed in minutes through AI-powered feedback analytics. These insights demonstrate compliance with quality assurance frameworks and ensure universities remain competitive and accountable to stakeholders.



## How AI and Machine Learning Can Improve Feedback Analysis

AI and machine learning have enabled new possibilities in feedback analysis, helping institutions go beyond traditional methods. One powerful application is micro-level analysis, which identifies at-risk students by uncovering patterns in feedback. Early detection allows institutions to provide timely support while also improving student retention and overall satisfaction.

Another transformative capability of AI is its potential for multilingual and inclusive interpretation. By analyzing feedback in multiple languages, institutions can capture the diverse voices of their student populations. This ensures that language barriers do not prevent students from sharing their experiences and that institutions can act on feedback from all demographics.

**Dr. Amit Sareen** reinforced that using AI is essential to create inclusive feedback mechanisms that resonate with every student group.



## Incorporating External Feedback Sources

Expanding feedback systems to include external data sources, such as social media and online reviews, provides a broader perspective on student and public sentiment. Samit Lotlikar discusses the importance of leveraging external platforms for feedback, noting that social media can offer valuable insights into student perceptions and areas for improvement.

Another critical benefit of incorporating external feedback is reputation management. By analyzing online discussions and reviews, institutions can proactively address concerns and strengthen their public image. This approach mitigates risks and enhances transparency, which develops trust among students, parents, and stakeholders.

## Real-World Examples in AI-Powered Feedback Analysis in Higher Education

Coventry University is an example of how integrating continuous listening frameworks can refine feedback analysis strategies. By integrating AI-powered tools, the university has processed large volumes of feedback, identifying key trends and areas for improvement in real time. This proactive approach ensures that feedback is collected and acted upon promptly to drive meaningful change across the institution.

**Dr. Hanadi Kadbey** also shared insights into how AI tools have streamlined sentiment analysis, enabling institutions to categorize feedback efficiently and address specific pain points. These examples reveal how technology helps build a culture of continuous improvement by bridging the gap between data collection and actionable insights.

## Ensuring Actionable Feedback for Stakeholders

It is essential to present insights clearly and actionably to stakeholders to maximize the value of AI-driven feedback. Institutions should redact sensitive information and contextualize data to ensure responsible decision-making.

**Dr. Reem Al Gurg, Director of Strategy and Institutional Excellence at the Mohammed Bin Rashid University of Medicine and Health Sciences,** explained how transparency in reporting increases the likelihood of leadership taking action when feedback is presented in an accessible and solution-oriented format.

Best practices for sharing insights include:

- **Visual dashboards.**
- **Executive summaries.**
- **Categorized reports that prioritize key trends.**

By prioritizing actionable outcomes, institutions can ensure that feedback leads to meaningful change and promotes trust and accountability across all levels of the organization.



## Chapter 5: *Continuous Listening— A Strategic Approach to Educational Quality*

### Continuous Listening as a Foundation for Institutional Agility

Continuous listening isn't just a methodology—it's a strategic framework that enables institutions to anticipate, adapt, and act with agility. By establishing an ongoing dialogue with students, universities can discover how to:

- **Identify emerging patterns.**
- **Take meaningful action.**
- **Stay future-focused.**

This approach transforms feedback from a reactive process into a proactive strategy for long-term success. By combining continuous listening with tools like AI-driven sentiment analysis, institutions can:

- **Predict trends.**
- **Personalize interventions.**
- **Ensure compliance with benchmarks.**

By doing so, institutions can elevate their reputation and effectiveness more effectively.

## Benefits of Continuous Listening Beyond Semester-End Surveys

Continuous listening moves beyond traditional semester-end surveys and enables institutions to address feedback issues as they arise. This real-time approach improves teaching methods, refines program designs, and improves campus services. It also ensures student feedback leads to meaningful, immediate improvements.

These practices set the foundation for ongoing feedback cycles that students are more likely to engage with as they witness their input influencing fundamental changes. By building a two-way communication loop, we ensure that students feel heard and valued, which enhances their overall experience and institutional loyalty.

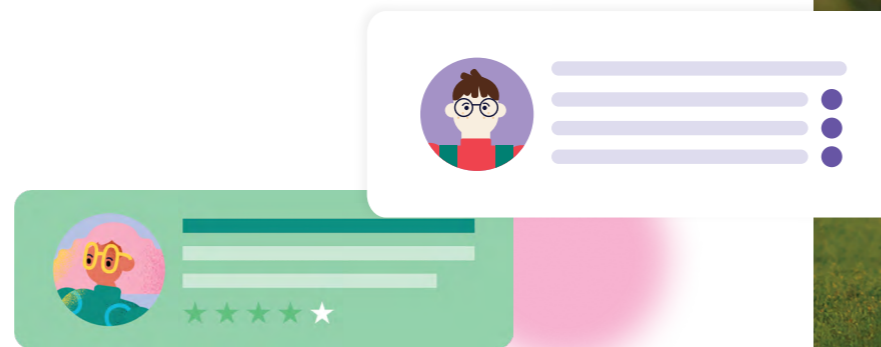
## How to Effectively Implement Feedback Loops and AI Tools

Establishing effective feedback loops requires actionable tools and clear communication strategies. AI-driven tools play a pivotal role in this process, as they enable institutions to process real-time feedback and uncover actionable insights.

For instance, sentiment analysis can decode emotional patterns within feedback, highlighting dissatisfaction or disengagement before these issues escalate into more significant problems.

**Dr. Reem Al Gurg** stressed the need for internal communication plans to ensure transparency in how feedback is utilized.

By consistently updating students, faculty, and leadership on progress and outcomes, institutions can demonstrate their commitment to continuous improvement.



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*We're always thinking about how to apply innovation next. Someone needs to take responsibility for communicating what was discussed, what actions were taken, and ensuring the right departments are informed—no matter the size of the change. It's crucial to ensure timely responses so we can build student trust and encourage future engagement.*



*Dr. Reem Al Gurg - Director of Strategy and Institutional Excellence at the Mohammed Bin Rashid University of Medicine and Health Sciences*



## The Limitations of the Continuous Listening Feedback Approach

**While continuous listening has numerous benefits, potential pitfalls must be managed to maintain effectiveness. Common challenges include:**

### Over-surveying:

Excessive feedback requests risk alienating students and diminishing response rates and engagement. Institutions should limit survey frequency and prioritize quality over quantity.

### Lack of Follow-Through:

Failing to act on collected feedback erodes student trust. Ensuring feedback loops are closed with visible outcomes is crucial for maintaining credibility.

### Fear of Repercussions:

Students must feel confident that their feedback will not result in negative consequences. Clear policies on anonymity and constructive action can alleviate these concerns.

By addressing these challenges proactively, institutions can safeguard the integrity of their continuous listening strategies while maximizing their impact.

## Case Study: Sentiment Analysis at Westminster University and Zayed University

Westminster University serves as a model for leveraging continuous listening frameworks. By integrating AI-powered sentiment analysis through Explorance MLY, the university efficiently processes large volumes of qualitative data and identifies trends that inform actionable improvements.

This proactive approach has enabled Westminster to adapt dynamically to student needs, ensuring a student-centered experience that aligns with institutional goals.

Similarly, Zayed University demonstrates how robust feedback systems can drive institutional effectiveness. Samit Lotlikar mentioned the university's strategic use of AI tools to categorize feedback and enable leadership to respond swiftly to emerging concerns.

By enhancing student satisfaction and underscoring Zayed's commitment to transparency and responsiveness, this approach helps build trust and collaboration within the culture.





# Chapter 6:

## *Preparing for the Future of Feedback in Higher Education*

### AI: The Competitive Edge in Modern Higher Education

As the global education sector increasingly prioritizes AI, institutions must adapt to stay competitive. In the UAE, AI integration is a key focus for enhancing institutional responsiveness and decision-making.

Advanced tools like sentiment analysis and predictive analytics enable universities to identify patterns and respond dynamically to student needs.

**Dr. Hanadi Kadbey** mentioned how AI fosters agile educational environments that align with evolving student expectations.

**Dr. Shifan Khanday** added that delaying the adoption of AI-driven feedback systems is no longer an option for institutions aiming to

maintain a competitive edge. By leveraging AI, universities can streamline operations and engagement processes and use a tech-forward approach to education.

Additionally, **Suzan Abu Shakra, Faculty Affairs Manager at KAUST**, discusses the imperative of maintaining the relevance of feedback mechanisms through continuous evaluation powered by AI tools.

**Gulnaz Toguzbayeva, Director of Quality Assurance Department at SDU University**, reinforced this perspective, adding that transparency in responding to feedback is critical to building and sustaining trust between students and their institutions.

### Future-Ready Feedback Frameworks for Leaders

To navigate the complexities of a rapidly changing educational landscape, leaders must adopt feedback frameworks that incorporate AI to address the diverse needs of students and faculty. Key considerations for these frameworks include:

#### Optimizing Real-Time Feedback Analysis:

AI tools support institutions in analyzing feedback as it is received. They offer actionable insights that can guide immediate improvements.

#### Ensuring Inclusivity:

Multilingual capabilities ensure students from diverse backgrounds can express their views without language barriers.

#### Promoting Flexibility:

AI-driven systems allow institutions to adapt quickly to emerging challenges, ensuring continued relevance and effectiveness.

**Dr. Amit Sareen** revealed that these frameworks must align with institutional objectives while also addressing the immediate needs of the academic community. By integrating adaptive tools that cater to varying student demographics, institutions can enhance the inclusivity and effectiveness of their feedback systems.



## Establishing a Chief AI Officer or AI Task Force

The strategic implementation of AI requires dedicated leadership. Institutions should consider appointing a Chief AI Officer or establishing an AI Task Force to oversee AI integration across feedback and decision-making processes.

**Dr. Reem Al Gurg** suggested that such roles are vital for aligning AI initiatives with institutional goals and ensuring sustainable engagement. A Chief AI Officer or Task Force would:

- **Take on critical responsibilities.**
- **Developing ethical policies for AI use.**
- **Provide faculty and staff with training**

By overseeing the deployment and refinement of AI-driven feedback systems, institutions can maximize the impact of these tools.

This dedicated leadership ensures a cohesive and strategic approach to AI adoption, nurturing innovation and long-term sustainability throughout the institution. Institutions can position themselves at the forefront of technological educational advancement by creating such roles.

## Recommendations for Senior Administrators

Senior administrators play a crucial role in maximizing AI's potential to advance feedback systems and decision-making in higher education. Establishing a forward-thinking approach is essential to driving institutional agility and innovation.

The following recommendations outline key strategies for leveraging AI effectively:

### Balancing Immediate and Long-Term Feedback

Developing continuous listening schedules allows institutions to balance real-time feedback with strategic planning. This ensures adaptability to evolving student needs while aligning insights with broader institutional goals.

### Expanding the Feedback Ecosystem

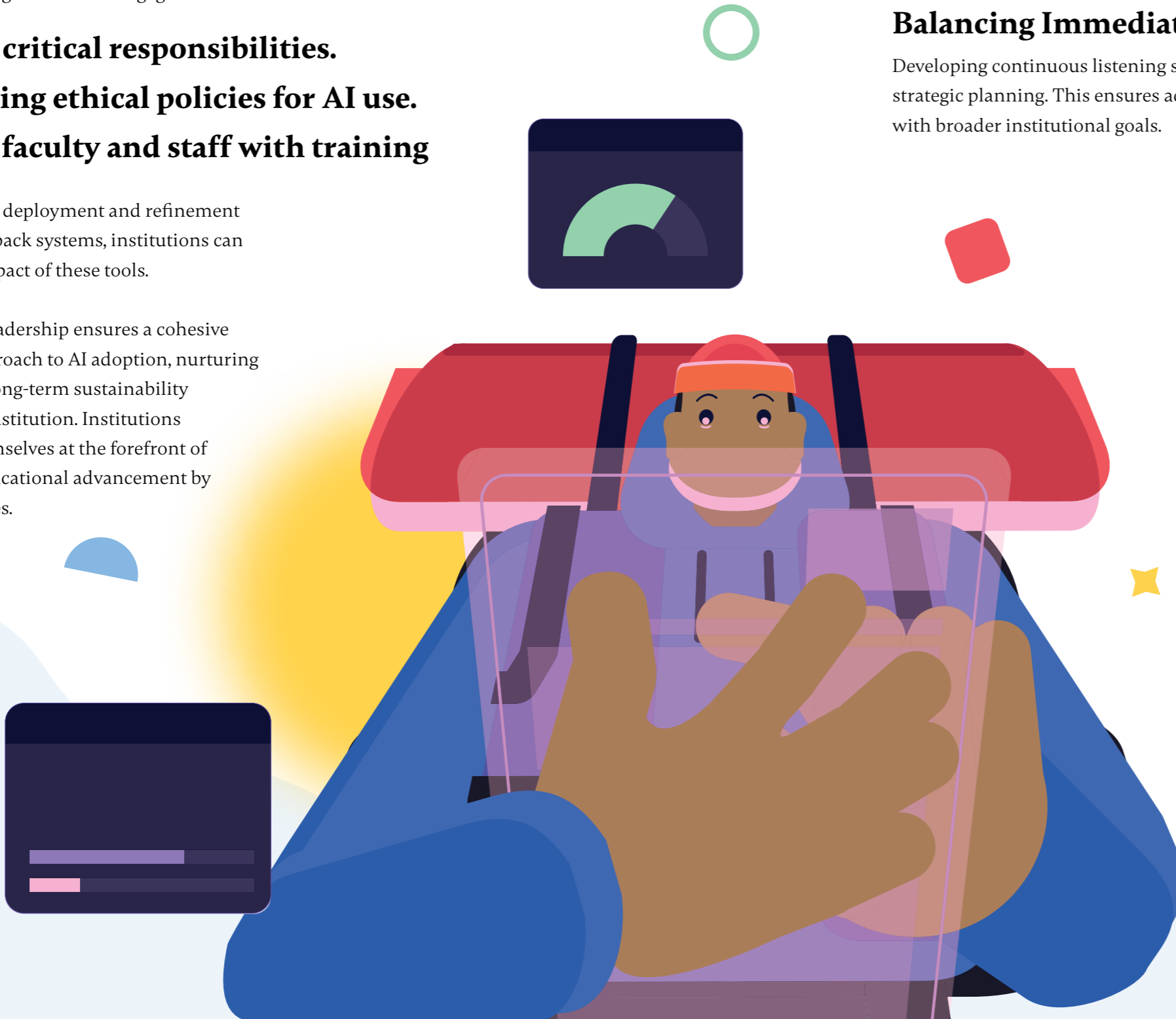
Incorporating external feedback sources like social media and online reviews provides a holistic understanding of student sentiment. This helps drive institutional responsiveness.

### Building Transparency and Trust

Transparency promotes trust among stakeholders. Regular updates on feedback findings demonstrate accountability and encourage alignment across departments.

### Empowering Faculty and Staff

Targeted training equips faculty and staff with the skills to interpret and utilize AI-driven insights effectively. This helps build a culture of continuous improvement and data-informed decision-making.



# Are You Helping Your Institution Pave the Way Forward?

Higher education stands on the cusp of a transformative era driven by feedback analytics and AI advancements. Summarizing the discussion, Samer Jaffar highlights that as the education landscape grows increasingly complex, these tools are no longer just enhancements but essential for:

- **Enabling agile decision-making.**
- **Fostering meaningful connections with students.**
- **Sustaining relevance and excellence.**

The time to act is now. Leaders must champion feedback reform by evaluating current practices, integrating advanced analytics, and adopting continuous listening strategies. These measures empower institutions to uncover deeper insights, address challenges swiftly, and create a responsive, student-centered academic environment.

By embracing the insights from this eBook, higher education can set a new standard for institutional effectiveness and educational quality, ensuring a future-ready experience for students and stakeholders alike.



# Contributors

11 distinguished professionals convened, representing a global mosaic of expertise and insight. These contributors, each a leader in their respective institutions, united with a shared commitment to exploring the intricate relationship between amplifying the student voice and harnessing AI-driven insights.



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