

Digital Transformation in Retail and Omnichannel Strategy

Duration: 5 Days

Language: en

Course Code: IND09-108

Objective

Participants will:

- Understand the key drivers of digital transformation in the retail sector.
- Learn to design and implement effective omnichannel strategies.
- Use customer data and analytics for strategic decision-making.
- Integrate digital platforms for seamless customer experiences.
- Improve inventory visibility and supply chain agility.
- Leverage automation, AI, and mobile tech to boost efficiency.
- Measure ROI from digital initiatives and track omnichannel performance.
- Adapt to future retail trends and emerging consumer behaviours.

Audience

This course is Ideal for:

- Retail executives and managers.
- E-commerce and digital transformation leaders.
- Marketing and customer experience teams.
- Operations and logistics managers.
- IT and retail technology professionals.
- Entrepreneurs and business developers in the retail sector.

Training Methodology

This course features a mix of interactive lectures, group case studies, digital platform demos, and role-playing exercises. Participants will analyse real omnichannel journeys, design customer engagement strategies, and simulate decision-making using retail data tools.

Summary

As consumer expectations rise and technology reshapes buying behaviour, retail businesses must embrace digital transformation to remain competitive. This course empowers retail professionals with the knowledge and strategies needed to navigate the evolving landscape through integrated digital solutions and customer-centric omnichannel approaches.

Participants will explore how to leverage data, automation, e-commerce platforms, mobile experiences, and customer analytics to enhance operational efficiency and elevate the retail experience. The course also focuses on developing unified commerce strategies that blend in-store, online, and mobile touchpoints seamlessly—ensuring brand consistency, supply chain responsiveness, and measurable growth. Whether your organisation is starting its transformation journey or looking to refine its digital strategy, this course provides a practical roadmap for retail innovation.

Course Content & Outline

Section 1: Foundations of Digital Transformation in Retail

- The evolution of retail in the digital era.
- Key technologies reshaping retail.
- Understanding the digital customer journey.
- Digital maturity models and transformation roadmaps.
- Aligning business strategy with digital goals.

Section 2: Omnichannel Retail Strategy

- What is omnichannel vs. multichannel retailing?
- Creating seamless cross-platform customer experiences.
- Integrating physical and digital channels.
- Channel attribution and unified commerce principles.
- Case study: Leading omnichannel retailers.

Section 3: E-Commerce and Mobile Commerce Enablement

- Setting up and optimising e-commerce platforms.
- Mobile-first strategies and progressive web apps.
- Checkout experience, cart recovery, and digital wallets.
- Inventory visibility and last-mile delivery in digital commerce.
- Personalisation tools for higher conversion rates.

Section 4: Customer Data and Analytics

- Collecting and leveraging first-party data.
- Using analytics to map customer journeys and segments.
- Predictive modelling for targeted marketing and pricing.
- Customer lifetime value (CLV) and churn analysis.
- Privacy and data governance in retail.

Section 5: Tech-Driven Operations and Automation

- AI and automation in inventory and supply chain management.
- Robotics and IoT in physical retail spaces.
- Augmented Reality (AR) and Virtual Reality (VR) for product engagement.

- Smart shelves, cashier-less stores, and self-service kiosks.
- Optimising retail operations with data.

Section 6: Digital Marketing and Brand Experience

- Cross-channel digital marketing campaigns.
- SEO, SEM, influencer and social commerce.
- Building brand identity across digital touchpoints.
- Loyalty programs and gamified engagement.
- Metrics to track marketing effectiveness.

Section 7: Measuring Digital ROI and Innovation Strategy

- KPIs and dashboards for omnichannel performance.
- Calculating ROI for digital investments.
- Retail innovation labs and agile experimentation.
- Keeping pace with future retail tech trends.
- Building a culture of continuous digital innovation.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Finance, Accounting & Budgeting, Retail and Trade, Technology

Tags

Digital Transformation in Retail

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