**Training Fiche Template**

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| **Title**  | Implementing the omnichannel model and increasing convenience |
| **Keywords (meta tag)** | Omnichannel, Multichannel |
| **Language** | English |
| **Objectives  / Goals / Learning outcomes** | * Grasp the omnichannel essentials, strengths and weaknesses
* Learn how to differentiate it from multichannel actions
* Know more about proven omnichannel strategies
 |
| **Training area: (Select one)** |
| **Online / Digital Marketing / Cyber-Security** | **x** |
| **E-Commerce / Financing** |  |
| **Digital Well-Being** |  |
| **Smart work / Digital Nomads** |  |
| **Description** | Omnichannel is a model that aims to give customers a tailored experience via a variety of communication channels, to turn visits into sales. It enables a wider range of opportunities to get in touch with potential customers |
| **Contents arranged in 3 levels** | 1. **Implementing the omnichannel model and increasing convenience**

**1.1 Omnichannel basics and strategies** 1.1.1 What is Omnichannel1.1.2 Differences between Omnichannel and Multichannel 1.1.3 Examples of Omnichannel strategies1.1.4 Benefits and challenges |
| **Self-evaluation (multiple choice queries and answers)** | **1. Omnichannel englobes:****a.- Stores, e-commerce, social media, call centers**b.- Magazines, m-commerce, media stores, call centers c.- Social media, e-commerce, training, cloud computing**2. Is customer support a challenge for the Omnichannel model?**a.- No**b.- Yes**c.- Only via telephone call**3. The main difference between Omnichannel and Multichannel is:****a.- Seamless integration between the channels**b.- Omnichannel has more channelsc.- An easier approach**4. Obtaining data from every transaction****a.- Enables tracking and sorting of customers**b.- Is always illegalc.- Can fill up hard drives**5. It is a step of the Business Integration process:** a.- Internationalisationb.- Team building**c.- Enterprise resource planning** |
| **Resources (videos, reference link)** |  |
| **Related material** |  |
| **Related PPT** | ESMERALD\_OMNICHANNEL\_IWSv2.pptx |
| **Bibliography** | Shopify --- <https://www.shopify.com/enterprise/omni-channel-vs-multi-channel>Salesforce --- [https://www.salesforce.com/eu/blog/2020/12/omnichannel-strategy-benefits.html#:~:text=An%20omnichannel%20strategy%20benefits%20businesses%20by%20providing%20them%20with%20a,and%20develop%20smarter%20replenishment%20practices.](https://www.salesforce.com/eu/blog/2020/12/omnichannel-strategy-benefits.html%23%3A~%3Atext%3DAn%20omnichannel%20strategy%20benefits%20businesses%20by%20providing%20them%20with%20a%2Cand%20develop%20smarter%20replenishment%20practices.)Silverearth --- <https://www.silverearth.com/5-challenges-of-omnichannel-business> |
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