**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 Omnichannel  1.1.2 Differences between Omnichannel and Multichannel  1.1.3 Examples of Omnichannel strategies  1.1.4 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 channels  c.- An easier approach  **4. Obtaining data from every transaction**  **a.- Enables tracking and sorting of customers**  b.- Is always illegal  c.- Can fill up hard drives  **5. It is a step of the Business Integration process:**  a.- Internationalisation  b.- 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:~:text=An%20omnichannel%20strategy%20benefits%20businesses%20by%20providing%20them%20with%20a,and%20develop%20smarter%20replenishment%20practices.)  Silverearth --- <https://www.silverearth.com/5-challenges-of-omnichannel-business> | |
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