Advanced Omni-Channel and E-Commerce Strategy Training Course

19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #DT9527_93223

Course Introduction / Overview:

This course provides a comprehensive exploration of modern retail, focusing on the integration of e-commerce and physical stores into a single, cohesive omnichannel strategy. In today's competitive landscape, a disconnected customer experience is a significant liability. This program is designed to bridge that gap, transforming conventional retail operations into dynamic, customer-centric ecosystems. We will delve into the core principles that drive successful omnichannel implementation, from strategic planning to operational execution. The curriculum draws on contemporary business theories and practical frameworks, referencing the work of thought leaders like Darrell K. Rigby, whose insights on the "phygital" (physical plus digital) retail environment have shaped modern commerce. Participants will learn to analyze customer behavior across multiple touchpoints, as detailed in concepts from the book "The New Rules of Retail". BIG BEN Training Center has meticulously designed this course to equip professionals with the skills to architect, launch, and manage a seamless retail experience that not only meets but exceeds the expectations of the modern consumer, ultimately driving loyalty and sustainable growth. This is not just about selling online; it's about creating a unified brand world where every channel works in harmony.

Target Audience / This training course is suitable for:

- E-Commerce Managers and Specialists.
- Retail Store and Area Managers.
- Marketing Directors and Brand Managers.
- Supply Chain and Logistics Coordinators.
- IT and Digital Transformation Leaders.
- Customer Experience (CX) and Service Managers.
- Business Development and Strategy Planners.
- Entrepreneurs and Retail Business Owners.

Target Sectors and Industries:

- Retail (Fashion, Electronics, Home Goods).
- Consumer Packaged Goods (CPG) and FMCG.
- Telecommunications and Service Providers.
- Banking and Financial Services.
- Hospitality and Travel Industries.
- Pharmaceutical and Healthcare Providers.
- Government Agencies and Public Sector Services.

Target Organizations Departments:

- Marketing and Digital Marketing Departments.
- Sales and Business Development Departments.
- Operations and Supply Chain Management.
- Information Technology (IT) and E-Commerce Platforms.
- Customer Service and Support Departments.
- Strategic Planning and Corporate Strategy.
- Product Management and Merchandising.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive omnichannel retail strategy from the ground up.
- Map the end-to-end customer journey across all digital and physical touchpoints.
- Integrate inventory, logistics, and supply chain operations for a unified commerce model.
- Design a seamless customer experience that boosts engagement and loyalty.
- Leverage data analytics and KPIs to measure and optimize omnichannel performance.
- Implement effective cross-channel marketing and personalization campaigns.
- Evaluate and select the appropriate technology stack to support omnichannel goals.
- Manage channel conflict and create synergy between online and offline sales.
- Future-proof retail strategies by understanding emerging trends like AI and social commerce.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that mastering complex concepts like omnichannel strategy requires more than just theoretical knowledge; it demands hands-on application. The course is structured around a blend of expert-led presentations, in-depth case study analyses of leading global retailers, and collaborative group workshops. Participants will engage in practical exercises, such as mapping customer journeys and designing integrated marketing campaigns. Interactive sessions will encourage open discussion and peer-to-peer learning, allowing attendees to share challenges and solutions from their own professional contexts. Our approach emphasizes problem-solving and strategic thinking, moving beyond the "what" to explore the "how" and "why" of successful implementation. Facilitators will provide continuous feedback and guide participants in developing actionable plans that can be directly applied to their organizations. This dynamic learning environment ensures that attendees leave not only with new knowledge but also with the confidence and skills to drive meaningful change.

Course Agenda (Course Units):

Unit One: Foundations of Modern Commerce

- Defining E-Commerce, Multi-Channel, and Omni-Channel Retail.
- The Evolution of the Modern Consumer and Their Expectations.
- Understanding the Omni-Channel Customer Journey.
- Key Pillars of a Successful Omni-Channel Strategy.
- Analyzing Competitive Landscapes in the Digital Age.
- The Strategic Importance of a Unified Brand Experience.
- Common Pitfalls and Challenges in Omni-Channel Implementation.

Unit Two: Crafting the Omni-Channel Customer Experience

- Mapping Customer Touchpoints Across Digital and Physical Channels.
- Designing a Seamless and Consistent User Experience (UX).
- Personalization Strategies for Enhanced Customer Engagement.
- Integrating Customer Service for a 360-Degree View.
- Implementing Loyalty Programs in an Omni-Channel Environment.
- Leveraging Customer Feedback and Data for Continuous Improvement.
- Case Study Analysis of Best-in-Class Customer Experiences.

Unit Three: Integrating Operations and Technology

- Unified Commerce Platforms and Headless Commerce Architecture.
- Inventory Management and Visibility Across All Channels.
- Order Management Systems (OMS) and Fulfillment Strategies (BOPIS, Ship-from-Store).
- Integrating Supply Chain and Last-Mile Delivery Logistics.
- The Role of the Physical Store in an Omni-Channel World.
- Managing Payments and Security Across Different Platforms.
- Building a Resilient and Scalable Technology Stack.

Unit Four: Omni-Channel Marketing and Sales Integration

- Developing an Integrated Digital Marketing Communications Plan.
- Aligning Online and Offline Marketing Efforts.
- Social Commerce and Mobile Commerce Strategies.
- Leveraging Content Marketing to Drive Engagement Across Channels.
- Attribution Models for Measuring Marketing ROI.
- Training and Empowering Sales Associates for an Omni-Channel Role.
- Managing Pricing and Promotions Consistently Across Channels.

Unit Five: Analytics, Optimization, and the Future of Retail

- Key Performance Indicators (KPIs) for Omni-Channel Success.
- Utilizing Data Analytics and Business Intelligence for Strategic Decisions.
- A/B Testing and Conversion Rate Optimization (CRO) Techniques.
- The Role of Artificial Intelligence (AI) and Machine Learning in Retail.
- Exploring Emerging Trends like Augmented Reality (AR) and Voice Commerce.
- Building a Culture of Innovation and Agility.
- Developing a Final Action Plan for Omni-Channel Transformation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As retail moves towards hyper-personalization, what are the ethical boundaries of using customer data to create seamless omnichannel experiences, and how can businesses navigate them without eroding trust?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic, strategy-first approach to omnichannel retail, moving beyond surface-level discussions of tools and platforms. While many programs focus narrowly on e-commerce technology or digital marketing tactics, our curriculum integrates the critical pillars of strategy, customer experience, operations, and technology into a single, unified framework. We emphasize the strategic thinking required to architect a truly seamless customer journey, rather than simply managing disparate channels. The content is enriched with real-world case studies that explore both successes and failures, providing participants with practical, actionable insights. Furthermore, the course is designed to be forward-looking, dedicating significant time to the future of retail, including the impact of AI, AR, and evolving consumer behaviors. This ensures that participants are not just learning to solve today's problems but are also equipped to anticipate and lead through tomorrow's disruptions. The interactive methodology fosters deep learning and ensures that every attendee leaves with a strategic roadmap tailored to their organization's unique challenges and goals.