Strategic Omnichannel Inventory and Fulfillment Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IM3637_260498

Course Introduction / Overview:

The modern customer journey is no longer linear. it is a fluid experience across online storefronts, mobile apps, and physical locations. To succeed in this new landscape, businesses must transition from a multichannel approach to a truly integrated omnichannel strategy, with unified inventory management at its core. This course provides a comprehensive roadmap for designing and implementing an effective omnichannel inventory and fulfillment system. We will explore how to break down silos between channels to create a single view of inventory, enabling powerful fulfillment options like Buy Online, Pick Up In-Store (BOPIS) and Ship-From-Store (SFS). The program delves into the operational shifts and technological integrations necessary for success. As research from academics like Santiago Gallino of the Wharton School demonstrates, strategically using stores as fulfillment centers can significantly improve delivery times and customer satisfaction. At BIG BEN Training Center, this course is designed to provide leaders with strategic foresight and practical skills to build a seamless, customer-centric fulfillment network that drives loyalty and growth.

Target Audience / This training course is suitable for:

- E-commerce Managers and Directors.
- Retail Operations Managers.
- Inventory Planners and Analysts.
- Supply Chain Strategists.
- Logistics and Fulfillment Managers.
- IT Managers overseeing retail systems.
- Customer Experience Leaders.
- Brand Managers and Marketing Directors.
- Business consultants specialize in retail transformation.

Target Sectors and Industries:

- Retail including Apparel, Electronics, and Home Goods.
- E-commerce and Direct-to-Consumer (DTC) Brands.
- Consumer Packaged Goods (CPG).
- Third-Party Logistics (3PL) providers serving retailers.
- Wholesale and Distribution.
- Telecommunications and service-based retail.
- Government and public sector entities managing distributed resources.

Target Organizations Departments:

- E-commerce and Digital Commerce.
- Retail and Store Operations.
- Inventory Management and Planning.
- Supply Chain and Logistics.
- Information Technology (IT).
- Customer Service and Support.
- Marketing and Merchandising.
- Finance and Strategic Planning.

Course Offerings:

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

- Design and implement fulfillment strategies like BOPIS, click and collect, and ship from store.
- Develop a roadmap to achieve a single, real-time view of inventory across all channels.
- Select and integrate key technologies such as Order Management Systems (OMS) and POS systems.
- Optimize inventory allocation and placement to meet cross-channel demand.
- Map the omnichannel customer journey to identify and eliminate friction points.
- Structure a profitable and efficient reverse logistics and returns process.
- Use data analytics to forecast demand and improve inventory accuracy.
- Enhance the in-store role to support fulfillment and improve customer experience.
- Calculate the true cost-to-serve for various omnichannel fulfillment paths.
- Build a business case for investment in unified commerce technology and processes.

Course Methodology:

This training course at BIG BEN Training Center is designed to be a deeply practical and collaborative experience. Our methodology prioritizes hands-on application over passive listening to ensure participants are prepared to implement these strategies within their own organizations. The program is built around a series of workshops and simulations where attendees will tackle real-world omnichannel challenges, such as designing a Distributed Order Management (DOM) logic for a fictional retailer. Through detailed case studies, we will dissect the successful strategies and common pitfalls of leading omnichannel brands. Team-based projects will require participants to develop an implementation plan for a ship-from-store program, considering impacts on inventory accuracy, store staff, and customer experience. Ample time is dedicated to facilitated group discussions and peer feedback, providing a platform for sharing diverse industry insights and collectively solving complex problems in a dynamic learning environment.

Course Agenda (Course Units):

Unit One: The Omnichannel Revolution: A Strategic Overview

- Defining multichannel vs. omnichannel.
- Understanding the modern customer's expectations and journey.
- The strategic importance of a unified commerce approach.
- Assessing your organization's omnichannel maturity.
- The financial case for omnichannel inventory management.
- Key performance indicators (KPIs) for omnichannel success.
- Common challenges and roadblocks to implementation.

Unit Two: Achieving a Single View of Inventory

- Breaking down inventory silos between online and offline channels.
- The role of inventory accuracy as the foundation.
- Technologies for inventory visibility: RFID, IoT, and real-time APIs.
- Integrating POS, ERP, WMS, and e-commerce platforms.
- Inventory pooling vs. dedicated channel stock strategies.
- Data management and governance for a unified inventory master.
- Cycle counting and physical inventory in an omnichannel world.

Unit Three: Omnichannel Fulfillment and Order Management

- Exploring fulfillment models: BOPIS, curbside, and ship-from-store (SFS).
- Designing an effective in-store pickup process.
- Leveraging physical stores as micro-fulfillment centers.
- Introduction to Distributed Order Management (DOM) systems.
- Creating routing logic to optimize fulfillment decisions.
- Managing last-mile delivery and carrier integration.
- Capacity planning for in-store fulfillment operations.

Unit Four: The Role of Technology and Data Analytics

- The essential omnichannel technology stack.
- Selecting the right Order Management System (OMS).
- The importance of headless commerce architecture.
- Using data analytics to forecast cross-channel demand.
- Personalization powered by unified inventory data.
- AI and machine learning in inventory optimization.
- Building the business case and calculating ROI for new technology.

Unit Five: Optimizing Customer Experience and Reverse Logistics

- Designing a seamless and profitable returns process.
- Buy Online, Return In-Store (BORIS) strategies.
- Managing the disposition of returned inventory.
- Training and empowering stores are associated for new roles.
- Communicating inventory availability and fulfillment options to customers.
- Handling exceptions and customer service issues in an omnichannel flow.
- Future trends: sustainability, automation, and hyper-personalization.

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 retailers increasingly convert physical stores into micro-fulfillment centers, what are the long-term implications for store design, the role of the retail employee, and the fundamental definition of the brick-and-mortar customer experience?

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

This training course offers a uniquely holistic and implementation-focused approach to omnichannel strategy. While many programs cover the "what" of omnichannel, we concentrate on the "how," providing a practical blueprint for integrating technology, processes, and people. A key differentiator is our balanced focus on both the operational mechanics of unified inventory and the critical impact on customer experience. We don't just discuss ship-from-store as a concept. we simulate the challenges of implementing it, from training staff to managing store-level inventory accuracy. The curriculum moves beyond siloed functions to connect the dots between inventory management, IT architecture, store operations, and customer service. Participants will leave not with a collection of buzzwords, but with a strategic framework and actionable plans to build a resilient, profitable, and truly customer-centric omnichannel operation.