Retail Innovation and Omnichannel Strategy Training Course



23 - 27 Nov 2026

Milan

5900 € (Per Person)

Ref: #INN1568_115151

Course Introduction / Overview:

In today's hyper-connected market, the line between physical and digital retail has dissolved, giving rise to a new customer-centric paradigm. This course provides a comprehensive exploration of retail innovation and the strategic implementation of an omnichannel business model. We will delve into the core principles that drive a seamless, unified customer experience across all touchpoints, from brick-and-mortar stores to mobile apps and social media platforms. As noted by retail expert Darrell K. Rigby, a successful omnichannel strategy is not merely about being present on multiple channels, but about integrating them to create a single, cohesive customer journey. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to provide actionable frameworks for digital transformation in retail. Participants will analyze the operational, technological, and marketing shifts required to thrive, drawing insights from seminal works like "The New Rules of Retail". This training is designed to equip leaders with the foresight and skills to build resilient, agile, and customer-focused retail operations that can adapt to rapid market changes and evolving consumer expectations, ensuring long-term growth and brand loyalty in the competitive retail landscape.

Target Audience / This training course is suitable for:

- Retail Store Managers and Regional Directors.
- E-commerce Managers and Digital Strategists.
- Marketing and Brand Managers.
- Operations and Supply Chain Professionals.
- Customer Experience (CX) and Customer Service Leaders.
- Business Owners and Retail Entrepreneurs.
- IT and Technology Managers focused on retail solutions.
- Product Managers and Merchandisers.
- Business Development and Strategy Planners.

Target Sectors and Industries:

- Fashion and Apparel Retail.
- Electronics and Home Appliances.
- Grocery and Supermarket Chains.
- Furniture and Home Goods.
- Beauty and Cosmetics.
- Pharmaceuticals and Health Stores.
- Telecommunications and Service Providers.
- Banking and Financial Services with retail branches.
- Governmental agencies and public service centers.
- Hospitality and Food Service.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- E-commerce and Digital Operations.
- Retail Operations and Store Management.
- Supply Chain and Logistics.
- Customer Service and Support.
- Information Technology (IT).
- Strategy and Corporate Planning.
- Finance and Analytics.

Course Offerings:

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

- Develop a comprehensive omnichannel strategy aligned with business goals.
- Map the modern customer journey across multiple digital and physical touchpoints.
- Leverage data analytics to drive personalization and enhance customer engagement.
- Integrate online and offline channels to create a seamless brand experience.
- Optimize supply chain and inventory management for unified commerce.
- Implement innovative in-store technologies to bridge the physical-digital gap.
- Design effective omnichannel marketing and communication campaigns.
- Measure the performance of an omnichannel strategy using relevant KPIs.
- Identify and evaluate emerging retail technologies and trends.
- Create a strategic roadmap for implementing digital transformation in their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can translate theoretical knowledge into real-world application. This course utilizes a blended learning approach that combines expert-led presentations with collaborative workshops and hands-on exercises. A cornerstone of the program is the extensive use of case studies from leading global omnichannel retailers, allowing participants to analyze successful strategies and common pitfalls. Group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences, fostering a rich learning environment. Participants will work in teams on a capstone project to develop a complete omnichannel strategy for a given scenario, from customer journey mapping to technology stack selection and KPI definition. This project-based learning is supported by continuous feedback from the course facilitator. The methodology emphasizes practical skill development, critical thinking, and strategic planning, empowering attendees to return to their organizations with a clear, actionable plan for retail innovation.

Course Agenda (Course Units):

Unit One: The Omnichannel Revolution and the Modern Consumer

- The evolution from single-channel to omnichannel retail.
- Understanding the connected consumer's expectations and behaviors.
- Key differences between multichannel and omnichannel strategies.
- Analyzing the impact of digital disruption on traditional retail models.
- Core principles of a unified commerce ecosystem.
- Global retail innovation trends and market analysis.
- Case study analysis of early omnichannel adopters.

Unit Two: Crafting a Customer-Centric Omnichannel Strategy

- Mapping the end-to-end customer journey across all touchpoints.
- Developing detailed customer personas for a digital-first world.
- Utilizing data analytics and CRM for deep customer insights.
- Strategies for personalization and customized shopping experiences.
- Building a seamless brand identity and voice across channels.
- Integrating customer service for a consistent support experience.
- Workshop: Designing a customer journey map for a specific retail sector.

Unit Three: Technology and Operations for Seamless Integration

- The essential technology stack for omnichannel success (POS, ERP, CRM).
- Strategies for unified inventory management and visibility.
- Click-and-collect, ship-from-store, and other fulfillment models.
- Optimizing the supply chain and logistics for speed and efficiency.
- The role of headless commerce architecture.
- Integrating mobile technology, apps, and mobile payments.
- Ensuring data security and privacy in an integrated system.

Unit Four: Omnichannel Marketing and In-Store Experience Innovation

- Developing an integrated digital marketing and content strategy.
- Leveraging social commerce and influencer marketing.
- Bridging the online-offline gap with location-based marketing.
- The role of the physical store in the omnichannel ecosystem.
- Implementing in-store technologies like smart mirrors, beacons, and RFID.
- Training and empowering store associates as brand ambassadors.
- Creating "phygital" experiences that merge physical and digital elements.

Unit Five: Measuring Success and Future-Proofing Your Retail Business

- Defining key performance indicators (KPIs) for omnichannel success.
- Attribution modeling: tracking customer interactions across channels.
- Calculating customer lifetime value (CLV) in an omnichannel context.
- Building a business case and roadmap for omnichannel implementation.
- Exploring the future of retail: AI, AR/VR, and the metaverse.
- Fostering a culture of continuous innovation and agility.
- Final project presentations and peer feedback session.

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, where is the ethical line between a tailored customer experience and an invasion of privacy?

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

This course distinguishes itself by moving beyond a purely theoretical or channel-specific approach to omnichannel retail. Instead, it provides a holistic, strategic framework that integrates customer experience, technology, operations, and marketing into a single, cohesive vision. While many programs focus on the "what," this training, curated by BIG BEN Training Center, emphasizes the "how" by dedicating significant time to implementation roadmaps, KPI selection, and building a compelling business case for organizational change. A key differentiator is our focus on "phygital" innovation, exploring practical ways to blend the physical and digital worlds to create memorable in-store experiences that drive loyalty and sales. The curriculum is built upon contemporary case studies and forward-looking trends, ensuring participants are not just catching up with the market but are prepared to lead it. The highly interactive and project-based methodology ensures that attendees leave not with just notes, but with a tangible, customized strategic plan and the confidence to execute it, making this a transformational experience for any retail professional.