Building Seamless Customer Journeys with Omnichannel Strategies Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #SAL6199_38444

Course Introduction / Overview:

The modern retail landscape has undergone a dramatic transformation. No longer confined to a single channel, customers now expect a fluid, consistent, and personalized shopping experience across all touchpoints, from in-store to online, and from mobile apps to social media. This comprehensive training course, offered by BIG BEN Training Center, delves into the core principles of omnichannel retail, providing participants with the knowledge and tools to create a truly unified customer journey. By integrating physical and digital channels, retailers can remove friction, boost visibility, and enhance personalization. We will explore how technologies like AI and data analytics are making a significant impact on this sector, transforming data into near real-time insights for creating frictionless experiences and operational efficiencies. The course draws on academic foundations, including the work of prominent marketing professor Barbara Kahn, and is informed by key concepts from books like "Omnichannel Retail: How to Build Winning Stores in a Digital World" by Tim Mason and Miya Knights. This program is designed to move beyond a simple, multichannel approach, focusing instead on the deep, integrated strategy that defines a true omnichannel experience. By the end, participants will be equipped to master the intricate demands of today's hyper-connected consumer, driving increased sales and brand loyalty.

Target Audience / This training course is suitable for:

- Retail managers and supervisors.
- Marketing and sales professionals.
- E-commerce and digital marketing specialists.
- Store owners and entrepreneurs.
- Customer experience and brand managers.
- Business development professionals.
- Merchandising and inventory managers.
- Supply chain and logistics coordinators.
- Government agencies and equivalents.

Target Sectors and Industries:

- Retail and wholesale.
- E-commerce businesses.
- Luxury goods and fashion.
- Consumer electronics.
- Grocery and food services.
- Automotive industry.
- Financial services.
- Telecommunications.
- Government agencies and equivalents.

Target Organizations Departments:

- Sales and marketing.
- E-commerce and digital.
- Customer service and experience.
- Business development.
- Information technology.
- Operations and logistics.
- Merchandising.
- Brand management.

Course Offerings:

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

- Design a comprehensive omnichannel retail strategy.
- Map the customer journey across multiple touchpoints.
- Integrate physical and digital channels for a seamless experience.
- Utilize customer data to personalize interactions and recommendations.
- Implement technologies like AI to enhance retail experience.
- Improve customer loyalty and increase sales through channel integration.
- Assess their organization's current state and set clear goals for omnichannel adoption.
- Develop a framework to address challenges in modern retail.
- Create engaging loyalty schemes and effective personalized marketing.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to engage participants and ensure effective knowledge transfer. Our approach combines theoretical concepts with real-world application, allowing participants to immediately use what they learn. We utilize dynamic case studies and real-world examples from global omnichannel leaders, providing practical context for the strategies discussed. Teamwork is a core component, with collaborative exercises that encourage problem-solving and idea sharing among participants. Interactive sessions and group discussions allow for the exploration of diverse perspectives and challenges. Each session includes opportunities for immediate feedback from the instructor and peers, which helps to reinforce learning and correct any misunderstandings. The training is structured around a mix of presentations, hands-on workshops, and strategic simulations. This comprehensive methodology, designed and implemented by BIG BEN Training Center, ensures participants not only understand the "what" and "why" of omnichannel retail but also the "how," empowering them to effectively lead and implement these strategies within their organizations without the need for external platforms or companies.

Course Agenda (Course Units):

Unit One: The Foundation of Omnichannel Retail

- Understanding the shift from multichannel to omnichannel.
- Key components of an effective omnichannel strategy.
- The role of data and technology in creating seamless customer experience.
- Analyzing customer behavior across different channels.
- Case studies of successful omnichannel implementation.
- Overcoming barriers to a unified customer journey.
- Defining core objectives and setting up a strategic framework.

Unit Two: Mapping the Modern Customer Journey

- Creating detailed customer personas for omnichannel targeting.
- Identifying all customer touchpoints and their significance.
- Plotting the customer journey map from discovery to post-purchase.
- Using analytics to track and measure customer interactions.
- Personalizing the experience at every stage of the journey.
- Designing unified brand messaging and a consistent tone.
- Strategies for integrating physical and digital store experiences.

Unit Three: Technology as an Omnichannel Enabler

- The impact of AI, machine learning, and automation.
- Leveraging CRM systems for a single customer view.
- Implementing unified payment systems and order tracking.
- Using mobile apps and social commerce to connect with customers.
- Adopting new technologies for in-store experiences.
- Data security and privacy considerations.
- The future of omnichannel technology.

Unit Four: Sales, Marketing, and Operations Integration

- Aligning sales teams and marketing efforts across channels.
- Executing personalized marketing campaigns.
- Optimizing inventory management and fulfillment operations.
- Developing 'buy online, pick up in store' (BOPIS) models.
- Managing returns and exchanges seamlessly.
- The role of employees in delivering the omnichannel experience.
- Key performance indicators (KPIs) for measuring success.

Unit Five: Building and Sustaining an Omnichannel Culture

- Fostering a customer-centric mindset throughout the organization.
- Leading change and getting buy-in from all departments.
- Creating a culture of continuous improvement.
- Future trends and innovations in omnichannel retail.
- Developing a long-term strategy for competitive advantage.
- The importance of a flexible and agile business model.
- Action planning and final project review.

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:

How will the continued evolution of generative AI and augmented reality fundamentally reshape the very concept of a physical storefront in an omnichannel world?

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

This training course provides a holistic, practical, and forward-thinking approach to omnichannel retail. Unlike other programs that may focus on a single aspect like e-commerce or digital marketing, this course integrates all channels, teaching you how to build a cohesive and seamless customer journey. We move beyond simple theory by incorporating real-world case studies and practical exercises, allowing participants to apply strategic concepts directly to their own business challenges. The curriculum is grounded in academic research and industry best practices, ensuring you are learning the most up-to-date and effective strategies. By focusing on deep integration and a unified approach, participants will find out how to remove operational friction and deliver a consistent brand experience that builds lasting customer loyalty. The program is designed to empower professionals at all levels, from marketing managers to business owners, with expertise to navigate the complex retail landscape and drive significant growth. This course is an investment in future-proofing your business by creating a resilient and customer-centric model.