

RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers





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Table of Contents

1. The RetRail Project	4
2. Introduction to the Guide for Trainers	5
3. Learning objectives	6
3.1 Target Group	6
3.2 Objectives	6
3.3 Expected learning outcomes	6
4. Training methodology	9
4.1 Methodological framework	9
4.2 Structure	10
4.3 Resources	12
5. Evaluation methodology	13
5.1 Qualitative Assessment	13
Annex i. Training Activity 1. Social Commerce	15
Annex ii. Training Activity 2. Influencer marketing	16
Annex iii. Training Activity 3. Online stores in offline spaces	17
Annex iv. Training Activity 4. AR-powered shopping	18
Annex v. Training Activity 5. Ethical and values-based brands	19
Annex vi. Training Activity 6. Fast delivery	20
Annex vii. Training Activity 7. Chatbots	21
Annex viii. Training Activity 8. Data science-based personal interaction	22
Annex ix. Training Activity 9. Pop up stores	23
Annex x. Training Activity 10. Customer experience onsite	24

1. The RetRail Project

The RetRail project aims at introducing retail SMEs in the world of digital business innovation, helping them to keep up with their larger counterparts and to boost their sales. The needs addressed through this project are SMEs transition from the analogue to the digital era, looking at the need of the customer to have an easier and faster shopping experience and the need for universal access to such knowledge regardless their size.

The main results of the RetRail project are summarized as follows:

A “[New trends in Retail Guide](#)” aimed at retail SMEs managers and owners, which enlists in detail all the latest innovations, trends and changes in the retail sector, along with examples and cases studies. It helps them stay up to date and motivate themselves in order to implement these changes into their own businesses.

A “[RetRail e-Learning Course](#)” addressed to retail employees, in the form of learning nuggets/modules hosted on a specially designed platform. These modules revolve around the main new trends in retail targeted by the project: social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots, data; science-based personal interaction; pop up stores; customer experience onsite.

A “**Guide for Trainers**” (give in this document) aimed both company and VET trainers and revolving around the successful teaching of the most effective digital and physical tools and methods in retail. VET trainers and other experts will be guided on how effectively motivate and teach their learners on how to properly use the latest innovations in the retail sector, enlisted in the above 2 outputs.

For more information see: <https://RetRail.eu/>

2. Introduction to the Guide for Trainers

This Trainer Guide is targeted to professionals working in VET institutions and other experts providing retail SMEs with training. They will play the role of trainers in charge of leading and/or enhancing the knowledge transference and learning process of the RetRail project.

Through this Guide for Trainers, VET teachers, experts and institutions get an innovative curriculum at their disposal that will equip learners with all the new skills that the sector demands, regarding the application of digital and on-sight retail innovations focusing on salesmen in retail, sales managers and staff working in retail whose efficiency can be upgraded through digital innovation.

As a result, VET institutions and trainers will incorporate the project's innovative approach into their curricula, shortening of the digital skills gap between SMEs and corporations.

This Guide for Trainers includes information focusing on the successful teaching of the "New Trends in Retail e-Learning Course" for Retail employees. It will therefore contain:

- Reference to the methods and tools enlisted in the "[New trends in Retail Guide](#)" and in the "[RetRail e-Learning Course](#)" which can be used for trainers for increasing their knowledge about them.
- A training methodology that can be used both within a company and a VET institution setting and in different scenarios in which the role of the trainers will vary.
- An orientation of the recommended structure and duration of the training activities.
- Tips and tricks on how to successfully interact with retail employees and spot their learning needs
- Reference to the practical exercises and quizzes developed in the "RetRail e-Learning Course" and set of experiential training activities that can be used both for the practice and knowledge testing of the learners.
- An evaluation methodology which will allow trainers to assess the acquisition of the targeted competences by learners in different scenarios.

This Guide for Trainers will also make reference to the key skills that a retail employee must develop in order to be able to handle these tools in the most effective and productive way. The [Digital Competence Framework 2.2](#) is going to be a major reference point during this step.

3. Learning objectives

3.1 Target Group

The main collectives targeted by the RetRail learning process are **salesmen in retail, sales managers** and **staff working in retail** whose efficiency can be upgraded through digital innovation.

The needs that we're addressing through this project are the transition from the analog to the digital era, for the SMEs, the need of the customer to have an easier and faster purchase experience and, most of all, the need for universal access to such knowledge regardless of the size of the company.

Retail SMEs had to quickly adapt and transfer their activities from the physical world to a digital one. A study of McKinsey revealed that 52% of all activities in retail can be automated with existing technology. Disruptive innovation and technology advancement transform rapidly the retail landscape. Customers become more and more demanding and companies try to make the difference by creating an overall attractive customer experience, in order to increase their sales and business performance. New technologies play a key role to the retail industry. 1,8 billion people worldwide shop online via smartphones, tablets or computers and 63% of shopping occasions start online. Some of these enterprises may lack the knowledge of the know-how to be able to adapt to the new changes. Most of the small enterprises lack the incentive for change due to fear of failure without some significant guidance.

3.2 Objectives

The RetRail learning process will aim to give to the learners a thorough overview of the **implementation** of a set of the most applicable and useful **innovations affecting the retail SMEs**, namely: social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots, data; science-based personal interaction; pop up stores; customer experience onsite.

In parallel, the implementation of the RetRail learning process will aim to increase the **overall digital skills** of the learners, needed to be involved in the implementation of the targeted innovations.

According to that, the expected result and impact in the learners, would be:

- Employees of retail SMEs will hold a higher level of both digital and on-site tools, methods and innovations
- Upgrading of SMEs employee's skillset on both digital and on-site tasks.

3.3 Expected learning outcomes

The RetRail learning process will aim to produce a set of learning outcomes, summarized as follows;

In terms of knowledge, upon completion of the RetRail learning process, the learners should:

- **Know** what the targeted **innovations** are; social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots; data science-based personal interaction; pop up stores; customer experience onsite.
- **Know** about the main key issues and tools for getting a successful implementation of the targeted **innovations** in their companies.

In terms of skills, upon completion of the RetRail learning process, the learners should:

- Be able to **evaluate the relevance** of the targeted innovations for their own companies.
- Be able to execute a first **pilot implementation** of the selected innovations, with very basic requirements.
- Be able to define an **action plan** for the complete implementation of the selected innovations in their companies, identifying, if needed, the support of an external expert.

Upon completion of the RetRail learning process, the learners should also develop several digital skills needed to be involved in the implementation of the targeted innovations. Following the [Digital Competence Framework 2.2](#), the learners are mainly expected to develop the following competences:

1. Information and data literacy

- **Browsing, searching and filtering data, information and digital content:** To articulate information needs, to search for data, information and content in digital environments, to access them and to navigate between them. To create and update personal search strategies.
- **Evaluating data, information and digital content:** To analyze, compare and critically evaluate the credibility and reliability of sources of data, information and digital content. To analyze, interpret and critically evaluate the data, information and digital content.
- **Managing data, information and digital content:** To organize, store and retrieve data, information, and content in digital environments. To organize and process them in a structured environment.
- **Interacting through digital technologies:** To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.

2. Communication and collaboration

- **Sharing through digital technologies:** To share data, information and digital content with others through appropriate digital technologies.
- **Collaborating through digital technologies:** To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of data, resources and knowledge.
- **Netiquette:** To be aware of behavioral norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.
- **Managing digital identity:** To create, and manage one or multiple digital identities, to be able to protect one's own reputation, to deal with the data that one produces through several digital tools, environments and services.

3. Digital content creation

- **Developing digital content:** To create and edit digital content in different formats, to express oneself through digital means.
- **Integrating and re-elaborating digital content:** To modify, refine and integrate new information and content into an existing body of knowledge and resources to create new, original and relevant content and knowledge.

4. Safety

- **Protecting devices:** To protect digital content, and to understand risks and threats in digital environments. To know about safety and security measures and to have a due regard to reliability and privacy.
- **Protecting personal data and privacy:** To protect personal data and privacy in digital environments. To understand how to use and share personally identifiable information while being able to protect oneself and others from damages. To understand that digital services use a “Privacy policy” to inform how personal data is used.

5. Problem solving

- **Identifying needs and technological responses:** To assess needs and to identify, evaluate, select and use digital tools and possible technological responses and to solve them.
- **Creatively using digital technology:** To use digital tools and technologies to create knowledge and to innovate processes and products.
- **Identifying digital competence gaps:** To understand where one’s own digital competence needs to be improved or updated. To seek opportunities for self-development and to keep up-to-date with the digital evolution.

4. Training methodology

4.1 Methodological framework

The methodological framework is based in the following criteria and assumptions;

Some learners will prefer to get access to the theoretical contents and practical activities and complete all the e-Learning Course without any external support. Indeed, the e-Learning Course has been developed with such a purpose. For these kinds of learners, the area of “**Open Courses**” in the e-Training Platform will be used and the trainers will not participate. **In such scenarios, this Guide for Trainers doesn't apply.**

However, other learners will prefer to get external support from an expert, and this is when the participation of the trainers will have sense and **this Guide for Trainers applies.** In such scenarios, the role of the trainers will be to deliver and extra added-value to the referred “self-learning” process that could be performed by any learner through the RetRail e-Learning Course. For these kinds of learners, the area of “**Private Courses**” in the e-Training Platform will be used, where the learner will have access to the theoretical contents and practical activities available in the “Open Course”, while getting and interaction environment with the trainer who will also create additional practical and experiential training activities for the learners (see below)

The role of the trainers must be flexible and adapted to each particular learning process, which could encompass different approaches:

- Individual training, when the trainer will teach an individual person. This scenario will usually be performed by in-company VET trainers/consultants, who will use the RetRail learning course for supporting professionals in the implementation of innovations in their companies.
- Training Groups, when the trainer will teach a group of learners. This scenario will usually be performed by VET trainers from institutions.

This way, the trainers will implement a training course focusing in selected innovations depending on the interests and profiles of the learners, using the **modular** and **flexible** e-Learning Course, which is divided into the targeted innovations: social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots, data; science-based personal interaction; pop up stores; customer experience onsite.

The training modules will be focused in the **direct acquisition of the specific knowledge and skills regarding each innovation**, while the acquisition of the skills defined in the **Digicomp 2.2** will be focused **transversally**.

The duration of the training activities will vary depending on each particular learning process, although a standard duration will be recommended.

The training methodology to be implemented with the support of the trainers includes 3 different blocks of activities:

- **Theoretical sessions**, in which the trainer will introduce the concepts and materials available in the e-Training Platforms and will invite the learners to participate in discussions and sharing among them. Alternatively, the learners could get access to the information fully online by themselves and then focus the discussions in doubts and sharing.

- **Practical activities**, that the trainer will ask the learners to implement through the e-Learning Course, including: i) A Quiz which will the learners in checking if they have fully understood the main ideas of the Module: ii) A Detective Story in which the learners will reflect on how the strategy shown in the Module can be applied to a generic company, helping them in getting a deeper understanding; iii) A Reality Check which will help the learners in analyzing if the implementation of the strategy shown in the Module is more or less feasible in their own companies. The role of the trainer in this Practical Activities will be to give instructions and feedback to the learners.
- **Experiential training activities**, in which the trainer will support the learners in making a first pilot implementation of the knowledge acquired and targeted innovations in their companies. This part is not available for the learners who only perform the “self-learning” through the “Open Courses”.

4.2 Structure

The training process will be structured along the following training modules, accordingly to the structure of the e-Training Course

- Training Activity 1: Social commerce
- Training Activity 2: Influencer marketing
- Training Activity 3: Online stores in offline spaces
- Training Activity 4: AR-powered shopping
- Training Activity 5: Ethical and values-based brands
- Training Activity 6: Fast delivery
- Training Activity 7: Chatbots
- Training Activity 8: Data science-based personal interaction
- Training Activity 9: Pop up stores
- Training Activity 10: Customer experience onsite

The specific objectives, expected learning outcomes, training topics, structure and estimated duration, step-by-step instructions and tips of each Training Activity are included in the corresponding Annexes.

The planning of the learning journey would be flexible, due to the modular approach and different characteristics of each training group. For the more complex and exhaustive scenario, involving the 10 training activities, the training program is suggested to be run over 20 weeks (Figure 1), considering one week for the theoretical and practical sessions and one week for the experiential session. Trainers should adapt the duration of the training program to each scenario.

Figure 1. Estimation of the duration of the whole duration of the training program

TRAINING ACTIVITY	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20
TA1: Social commerce																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 2: Influencer marketing																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 3: Online stores in offline spaces																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 4: AR-powered shopping																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA5: Ethical and values-based brands																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA6: Fast delivery																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 7: Chatbots																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 8: Data science-based personal interaction																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 9: Pop up stores																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				
TA 10: Customer experience onsite																				
<i>Theoretical and Practical Sessions</i>																				
<i>Experiential Session</i>																				

4.3 Resources

The implementation of the RetRail Training Course will be supported by several resources, mainly;

- The [“New trends in Retail Guide”](#), which enlists in detail all the latest innovations, trends and changes in the retail sector, along with examples and cases studies.
- The “Videos on New trends in Retail”, summarizing the information available in the [“New trends in Retail Guide”](#).
- The [“RetRail e-Learning Course”](#) addressed to retail employees, in the form of learning nuggets/modules hosted on a specially designed platform. These modules revolve around the main new trends in retail targeted by the project: social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots, data; science-based personal interaction; pop up stores; customer experience onsite.
- The e-Training Platform as it will be a tool to be used by the institutions and trainers for enhancing and improving the learning experience, as it will allow them to set and manage specific online training courses; enrolled trainees could get easy access to the Training Materials in a structured manner; all participants will have access to a working space where they will use a chat, a forum and other collaborative tools. Trainers will be able to track the completion of the tasks by the trainees and give feedback to them.
- Complementary readings

5. Evaluation methodology

The trainers must evaluate the level of achievements and acquisition of competences of the trainees as a result of the learning journey. A two-fold approach is implemented, focusing on the satisfaction of the attendants and, on the other hand, and a qualitative assessment done by the trainers through a guided questionnaire.

5.1 Qualitative Assessment

A questionnaire is developed for supporting the level of achievements and acquisition of competences of the trainees. This template helps the trainers in analyzing the achievement of the main learning outcomes, referred as follows, according to the objectives of the training course.

In terms of knowledge, upon completion of the RetRail learning process, the learners should:

- **Know** what the targeted **innovations** are; social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots; data science-based personal interaction; pop up stores; customer experience onsite.
- **Know** about the main key issues and tools for getting a successful implementation of the targeted **innovations** in their companies.

In terms of skills, upon completion of the RetRail learning process, the learners should:

- Be able to **evaluate the relevance** of the targeted innovations for their own companies.
- Be able to execute a first **pilot implementation** of the selected innovations, with very basic requirements.
- Be able to define an **action plan** for the complete implementation of the selected innovations in their companies, identifying, if needed, the support of an external expert.

Following the Digital Competence Framework 2.2 (<https://publications.jrc.ec.europa.eu/repository/handle/JRC128415>), the learners are mainly expected to develop the following competences:

6. Information and data literacy

7. Communication and collaboration

8. Digital content creation

9. Safety

10. Problem solving

The trainers are asked to complete the questions of the Qualitative Assessment with their main conclusions and findings got along the Pilot Testing actions, based on their interaction with the trainees, practical activities, use of the e-learning platform, possible implementation in their own Retail companies.

QUALITATIVE ASSESSMENT

Indicator 1. Awareness, knowledge and motivation about the targeted innovations

Qualitative Questions

- 1.1 Do trainees have understood the key issues bases of the what the targeted innovations are; social commerce; influencer marketing; online stores in offline spaces; AR-powered shopping; ethical and values-based brands; fast delivery; chatbots; data science-based personal interaction; pop up stores; customer experience onsite.
- 1.2 Do trainees have understood how to implement the main tools for getting a successful implementation of the targeted innovations in their companies.
- 1.3 Are trainees motivated to implement the targeted innovations in their companies

Indicator 2 Skills for the implementation of the targeted innovations

- 2.1 Are the trainees able to evaluate the relevance of the targeted innovations for their own companies?
- 2.2 Are the trainees prepared to execute a first pilot implementation of the selected innovations, with very basic requirements?
- 2.3 Are the trainees prepared to define an action plan for the complete implementation of the selected innovations in their companies, identifying, if needed, the support of an external expert.

Indicator 3 Digital skills related with the Digital Competence Framework

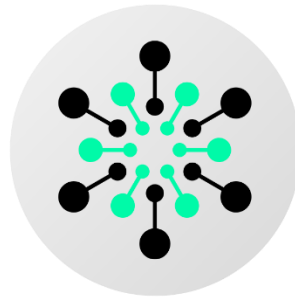
Qualitative Questions;

- 3.1 Have trainees gained skills related with their "Information and data literacy" competence
- 3.2 Have trainees gained skills related with their "Communication and collaboration" competence
- 3.3 Have trainees gained skills related with their "Digital content creation" competence
- 3.4 Have trainees gained skills related with their "Safety" competence
- 3.5 Have trainees gained skills related with their "Problem Solving" competence



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Annex i. Training Activity 1. Social Commerce



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NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 1: Social Commerce





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Table of contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	4
1.5 Structure and estimated duration	5
2. Training Activity 1.1 - A new, refreshing step: Instagram shop	6
2.1 Theoretical Session 1.1.1	6
2.2 Practical Session 1.1.2	7
3. Training Activity 1.2 - E-commerce platforms	9
3.1 Theoretical Session 1.2.1	9
3.2 Practical Session 1.2.2	10
4. Experiential Training Activity 1.3 – Implementation of social commerce in a company	12
4.1 Experiential Training Session 1.3	12
5. Annex Practical Activities	13

1. Scope and learning outcomes

1.1 Short description

The Training Activity 1 introduces the learner to the world of social commerce in retail and explains how retailers can put it to use for better and more tailored shopping experiences. As social commerce tools seem to take over all kinds of markets, retailers are turning to emerging trends to enrich the relationships between consumers and brands. In this module the learner is taught how to create immersive shopping experiences that drive engagement, increase customer education, and further curiosity among shoppers.

1.2 Objectives

Module 1 will give learners a thorough overview of social commerce and its advantages. Moreover, it will help learners to increase their sales by giving learners new ideas through the best practices that can be found in the units.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module, the learners should:

- Know what social commerce is
- Understand what kind of tools and methods of social commerce can help learners improving their business
- Understand different kind of social commerce techniques and basics

Competences and Skills

Upon completion of this module, the learners should:

- Be able to recognize tools and methods of social commerce
- Be able to implement social commerce strategies in your own business
- Be able to create their own platform

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.0 Competences**, along the training in the application of “Influencer marketing”. The main related **Dimensions of Digicomp 2.0 Competences** addressed, among others, will be;

- 1.2. Evaluating data, information and digital content
- 1.3. Managing data, information and digital content
- 2.1. Interacting through digital technologies

1.4 Training Topics

- Introduction to the Social commerce

Social commerce is the process of selling and promoting products through social media platforms such as Facebook, Instagram, and TikTok. The top social media apps have ecommerce features for their users to rely on when in shopping mode.

- Instagram shop

Instagram Shop, being one of the social commerce tools, is a new shopping experience that conquered all business sectors after the COVID-19 crisis hit the world. Thanks to this platform and a new way of

shopping, Instagram Shop kept the businesses going, and made it easy for people to shop for the things they'll love. Shops are an immersive full screen storefront that enable businesses to build their brand story and drive product discovery — all in a native shopping experience.

1.5 Structure and estimated duration

- **Training Activity 1.1:** A new, refreshing step: Instagram shop
 - Theoretical Session 1.1.1. Duration: 180 minutes
 - Practical Session 1.1.2. Duration: 60 minutes
- **Training Activity 1.2:** E-commerce platform
 - Theoretical Session 1.2.1. Duration: 180 minutes
 - Practical Session 1.2.2. Duration: 60 minutes
- **Experiential Training Activity 1.3:** Implementation of Social Commerce. Duration: 120 minutes

2. Training Activity 1.1 - A new, refreshing step: Instagram shop

2.1 Theoretical Session 1.1.1

Step and duration	Content
<p>1.1.1.1. Introduction 10 minutes</p>	<p>The trainer will introduce to the learners the concepts of Instagram shops (exemplifying the visual trends) in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>1.1.1.2. Benefits 5 minutes</p>	<p>The trainer will introduce to the learners the benefits of launching an Instagram shop for the retail SMEs.</p> <p>The potential expectations of the customers, stakeholders and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>1.1.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of opening an Instagram shop in their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think an Instagram shop will help boost your organisation? ● What are the possible expectation of your customers? ● How could you increase the competitiveness of your company by launching an Instagram shop? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources: N.A</p>
<p>1.1.1.4. Tutorial -Instagram Shop 15 minutes</p>	<p>The trainer will explain the main steps on how to create an Instagram shop and how to place products in it.</p> <p>In this way, the learners will have a clear picture of the entire process and will be able to focus on each individual task at the right time.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform
<p>1.1.1.5. Good practices and things to avoid 30 minutes</p>	<p>The trainer will show good practices in Instagram shop and show some visual strategies to the learners.</p> <p>Resources:</p>

	<ul style="list-style-type: none"> ● PR1 Guide ● Examples of good practices - also learners can collect them via desk based research.
1.1.1.6. Assembly 40 minutes	<p>The trainer will ask the partners to identify specific actions regarding the Instagram shops, divided into consumers, employees.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources: NA</p>
1.1.1.7. Tips 25 minutes	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when launching an Instagram shop.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform
1.1.1.8. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the application of the steps on how to open the Instagram shop.</p> <p>The trainer will ask the learners to evaluate the applicability of launching Instashop in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
1.1.1.9. Closure 10 minutes	<p>The trainer will summarize the content of the training session, will build a conclusion and explain the following stages.</p>

2.2 Practical Session 1.1.2

Step and duration	Content
1.1.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module 1.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 1: e-Training Platform ● Communication tools available in the e-Training Platform
1.1.2.2. Detective Story 20 minutes	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the detective story and will contact each learner depending on their main gaps.</p>

	<p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 1: e-Training Platform ● Communication tools available in the e-Training Platform
<p>1.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module 1 is more or less feasible in their own company.</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on Instagram shop and other e-commerce platform subject and relevance of the experiential training activity to be implemented at the end of the Training Activity.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 1: e-Training Platform ● Communication tools available in the e-Training Platform

3. Training Activity 1.2 - E-commerce platforms

3.1 Theoretical Session 1.2.1

Step and duration	Content
<p>1.2.1.1. Introduction 5 minutes</p>	<p>The trainer will introduce to the learners the concept of e-commerce in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>1.2.1.2. Benefits 10 minutes</p>	<p>The trainer will introduce to the learners the benefits of E-commerce platforms, such as: new opportunities, reach more customers, open 24/7, building trust, lower costs, etc.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>1.2.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential use of the of E-commerce platforms in their own companies.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think this approach might help in your activity and how? ● How could you increase the competitiveness of your company through the use of the of E-commerce platforms? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>
<p>1.2.1.4. Tools: Types of ecommerce platforms 30 minutes</p>	<p>The trainer will explain the main platforms which can be used in e-commerce, using the concepts provided before, such as: open-source, SaaS or custom</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform
<p>1.1.2.5. Assembly 30 minutes</p>	<p>The trainer will encourage the learners to ask questions and to have an open discussion on the above topic.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>1.1.2.6. Tips 25 minutes</p>	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when using e-commerce platforms.</p> <p>Resources:</p> <p>PR2: Platform</p>

<p>1.1.2.7. Good practices 25 minutes</p>	<p>The trainer will show good practices and things to avoid in the field of e-commerce platforms.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● Examples of good and bad practices in the field of e-commerce (to be collected by the trainer)
<p>1.1.2.8. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of using e-commerce platforms.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>1.1.2.9. Closure 10 minutes</p>	<p>The learner will make a conclusion of the training activity and explain the following stages.</p>

3.2 Practical Session 1.2.2

Step and duration	Content
<p>1.2.2.1. Quiz 20 minutes</p>	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 1: e-Training Platform ● Communication tools available in the e-Training Platform
<p>1.1.2.2. Detective Story 20 minutes</p>	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 1: e-Training Platform ● Communication tools available in the e-Training Platform
<p>1.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p>

	<p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none">● Reality-Check Module 1: e-Training Platform● Communication tools available in the e-Training Platform
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4. Experiential Training Activity 1.3 – Implementation of social commerce in a company

4.1 Experiential Training Session 1.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the integration of E-commerce platforms in the company.
2. Identification of the appropriate type of platform for the company.
3. Use of E-commerce platforms with a short, medium and long-term vision.
4. Step by step proposed launchig of an Instagram shop or an e-commerce platform.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>Question 1: What is Social commerce?</p> <p>A, Social commerce is an exclusive platform for B2B marketing.</p> <p>B, It is a solution for companies to create a meaningful impact in the society</p> <p>C. Social commerce is the process of selling and promoting products through social media platforms such as Facebook, Instagram, and TikTok</p> <p><i>Feedback: Social commerce is the process of selling and promoting products through social media platforms such as Facebook, Instagram, and TikTok. The top social media apps have ecommerce features for their users to rely on when in shopping mode.</i></p> <p>Question 2: What is UGC?</p> <p>A, User Generated Content</p> <p>B, Uniquely Generated Consumption</p> <p>C, Ultimate Guarantee by Customers</p> <p><i>Feedback: UGC (user-generated content), which allows promotion while engaging with its audience, based on the idea that consumers are simultaneously creators and distributors.</i></p> <p>Question 3: Which feature allows eCommerce brands to create a digital, shareable catalogue of their products?</p> <p>A, Instagram Shop</p> <p>B, Metaverse</p> <p>C, Whatsapp</p> <p><i>Feedback: Instagram Shopping is a feature that allows eCommerce brands to create a digital, shareable catalogue of their products right on Instagram.</i></p> <p>Question 4: What are the benefits of Instagram Shop?</p> <p>A, Quicker and simpler buying experience</p> <p>B, You can tap into impulse buying</p> <p>C, You can have your delivery extra fast.</p> <p><i>Feedback: Instagram Shop does such a good job at convincing consumers that they need a specific product with simple purchasing journeys, whether it be a camera or an outfit and consumers don't have to follow an endless trail of links to get to their product anymore. They can go through catalogs and see the prices of products all in one place.</i></p>

Question 5: What are the conditions to be eligible for registering Instagram Shopping?

A, You sell a physical, eligible product.

B, You sell only products that have a lifetime guarantee.

C, Your business is located in a supported market where Instagram Shopping is available

Feedback:

- *Your business is located in a supported market where Instagram Shopping is available.*
- *You sell a physical, eligible product.*
- *Your business complies with Instagram’s merchant agreement and commerce policies.*
- *Your business owns your eCommerce website.*
- *You have a business profile on Instagram. If your account is set up as a personal profile, don’t worry — it’s easy to change your settings to business.*

Question 6: What is knolling?

A, It is a tool used for developing an e-commerce platform

B, It is a marketing trick to convince customers to buy things he doesn’t need.

C, Placing products in a certain arrangement or next to something that evokes a positive emotion—such as a flannel shirt next to a tree branch—consumers are primed to associate the two items.

Feedback: Since humans tend to look longer at novel things that puzzle or delight them, customers will look at an image that applies knolling longer than a simple image with only one or two objects. Showing customers your product in a unique or thought-provoking context can spell the difference between a browser and a buyer.

Question 7: What is an e-commerce platform?

A, An ecommerce platform is the content management system (CMS) and commerce engine websites use to manage cataloged products, register purchases and manage a user relationship with an online retailer

B, Where you can donate money to international good causes and for NGOs.

C, A platform that can generate you revenue by simply getting clicks from users.

Feedback: In other words, an e-commerce platform is a software application that gives you the ability to create and manage your online store, promote your products or services and get sales. In addition, a suitable e-commerce platform provides you with a lot of useful features and marketing tools through which you can grow your business.

Question 8: What are the benefits of e-commerce platforms?

	<p>A, You don't have to issue invoice to companies nor private customers</p> <p>B, Reach more customers</p> <p>C, Open 24/7</p> <p><i>Feedback: An ecommerce platform is not limited by opening hours and If you offer your services or skills online, you have the chance to reach a significantly wider audience.</i></p> <p>Question 9: Which type of e-commerce platforms exist?</p> <p>A, Open-source ecommerce platforms</p> <p>B, SaaS ecommerce platforms</p> <p>C, Python</p> <p><i>Feedback: Besides Open-source ecommerce platforms and SaaS ecommerce platforms also Custom ecommerce platforms exist.</i></p> <p>Question 10: Which two of below are e-commerce sites?</p> <p>A, Spotify</p> <p>B, Magento</p> <p>C, Wix</p> <p><i>Feedback: They are the most famous one, also including Shopify - is software-as-a-service (SaaS) platform for ecommerce. The platform comes with complementary tools and features for multichannel selling and drop shipping</i></p>
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DETECTIVE STORY

<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>The story:</p> <p>Imagine that you convert your hobby into real business: you like to make homemade, natural soaps that your friends and close acquaintances buy from you regularly. You cannot afford to pay rent for a real, physical store, but you would like to sell your products and you would like to produce them in a high volume. How would you start? Where would you sell your products?</p> <p>Guiding questions:</p> <p>What e-commerce site would you use?</p> <p>Where would you reach more customers? Instagram, TikTok? Who are your customers?</p> <p>What else can you compliment your product with? Would you sell only the soaps?</p>
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	<p><i>Feedback:</i></p> <p><i>First, start with the basics: look for a platform for an e-commerce shop and upload all your products there. Take your time to take nice photos of your products, as many products as you can. Try to focus on colors and the impression that you want to make. Then connect this platform for an example with Instagram Shop and reach your customers by targeting ads. Also, when it comes to beauty products, try to partner up with other retailers who are selling other type of natural products (shampoo, face soap) and you can refer to each other.</i></p>
REALITY CHECK	
<p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Is your business ready to apply the material?</p> <p>Question1: Do you sell only products? (Not services) Yes/No <i>Context: Social Commerce module is mainly for businesses who sell products instead of services. For example Instagram Shop cannot be used without a physical product.</i></p> <p>Question2: Do your customers use Social Platforms extensively? Yes/No <i>Context: This question is directed to explore the IT readiness of the business.</i></p> <p>Question3: Do you have a definite company image that people recognize? Yes/No <i>Context: Social commerce is about branding as well. This question intends to explore how the company stands with branding.</i></p> <p>Question4: In the sudden case of increasing the volume of selling, can you satisfy your customers flawlessly? Yes/No <i>Context: are the company is ready to sell more as social commerce could increase their sales.</i></p> <p>Question5: Can you ensure the delivery of products? Yes/No <i>Context: directed to explore the knowledge and already existing practices of delivery.</i></p>

Feedback

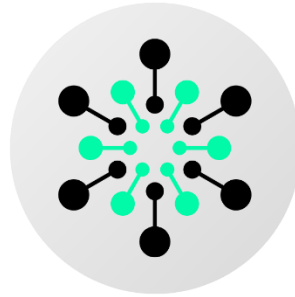
0: The development of your business seems not to need the integration of Social Commerce in the short term.

1-2: The development of your business seems not to need the integration of Social Commerce at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of Social Commerce part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the Social Commerce as part of your business. Good luck!

Annex ii. Training Activity 2. Influencer marketing



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 2: Influencer Marketing





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Contenido

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 2.1 - Influencer marketing	6
2.1 Theoretical Session 2.1.1	6
3. Training Activity 2.2 - Brand ambassadors	7
3.1 Theoretical Session 2.2.1	7
3.2 Practical Session 2.2.2	8
4. Training Activity 2.3 - Content Strategy	9
4.1 Theoretical Session 2.3.1	9
4.2 Practical Session 2.3.2	10
5. Experiential Training Activity 2.4 – Implementation of Influencers marketing in my company	11
5.1 Experiential Training Session 2.4	11
6. Annex. Practical Activities	12

1. Scope and learning outcomes

1.1 Short description

Module Influencer marketing introduces the learners to a mainstream form of online marketing. Influencer marketing is now firmly established as an important type of online marketing, and it is far more than just for small businesses, who can't afford traditional advertising fees. A lot of businesses realize that influencer marketing helps them reach their target audience. It is digital marketing's next best thing, that is making a huge impact already. The results of the campaign are collaborations between brands and influencers. In this module we will go deeply just in two aspects of the influencer marketing such are brand ambassadors and content development!

1.2 Objectives

Module Influencer marketing will give the learners a thorough overview of potential of using influencers in their businesses. Moreover, it will help the learners to get a clear idea of what Influencer marketing is. They will understand how the Influencer marketing brings positive growth to their businesses.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module the learners should:

- Know what influencer marketing is
- Understand how to use influencers for your business.

Competences and Skills

Upon completion of this module the learners should:

- Be able to choose the right approach for their business
- Be able to include influencers in their market campaign
- Be able to include the influencers content in the content strategy

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences**, along the training in the application of "Influencer marketing". The main related **Dimensions of Digicomp 2.2 Competences** addressed, among others, will be;

Competence 2: COMMUNICATION AND COLLABORATION

- **Interacting through digital technologies:** To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context
- **Sharing through digital technologies:** To share data, information and digital content with others through appropriate digital technologies. To act as an intermediary, to know about referencing and attribution practices.

Competence 3: DIGITAL CONTENT CREATION

- **Developing digital content:** To create and edit digital content in different formats, to express oneself through digital means.

1.4 Training Topics

- Introduction to the Influencer marketing
- Brand ambassadors
- Content strategy

1.5 Structure and estimated duration

- **Training Activity 2.1:** Influencer marketing
 - Theoretical Session 2.1.1. Introduction to Influencer marketing. Duration: 60 minutes
- **Training Activity 2.2:** Brand ambassadors.
 - Theoretical Session 2.2.1. Introduction to brand ambassadors – the case study of GLOSSIER. Duration: 120 minutes
 - Practical Session 2.2.2. Duration: 60 minutes
- **Training Activity 2.3:** Content Strategy
 - Theoretical Session activity 2.3.1.: Introduction to content strategy – the case study of HEALTH – ADE. Duration: 120 minutes
 - Practical Session 2.3.2. Duration: 60 minutes
- **Experiential Training Activity 2.4:** Implementation of Influencer marketing. Duration: 120 minutes

2. Training Activity 2.1 - Influencer marketing

2.1 Theoretical Session 2.1.1

Step and duration	Content
<p>2.1.1.1. Introduction 10 minutes</p>	<p>The trainer will introduce to the learners the concept behind the Influencer marketing in SMEs retail companies.</p> <p>The concept of Stakeholders will be introduced, including the main categories usually affected by the social policies: customers, employees, suppliers and the whole society</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 4-5
<p>2.1.1.2. Company's point of view and influencer point of view 25 minutes</p>	<p>The trainer will introduce to the learners the point of view from.</p> <p>The effect on the buying choices will be discussed.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 4-5
<p>2.1.1.3. Conclusions 25 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the influencer marketing to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know influencers that might help yours company? Are you managing it? ● What is your main target persona? What are their expectations? ● How could you increase the competitiveness of your company through the implementation of the influencer marketing? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● N.A.

3. Training Activity 2.2 - Brand ambassadors

3.1 Theoretical Session 2.2.1

Step and duration	Content
2.2.1.1. Introduction 10 minutes	<p>The trainer will introduce to the learners the concept behind the Brand ambassadors in SMEs retail companies.</p> <p>The concept of Brand ambassadors will be introduced through case study of GLOSSIER.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: page 12 ● PR1 Video ● PR2: page 5
2.2.1.2. Benefits 30 minutes	<p>The trainer will introduce to the learners the benefits of having brand ambassadors.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: page 12 ● PR1 Video ● PR2: page 6-7
2.2.1.3. Tutorial 30 minutes	<p>The trainer will present step by step tutorial how to introduce the ambassadors in the SMEs.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know influencers that might help yours company? Are you managing it? ● What is your main target persona? What are their expectations? ● How could you increase the competitiveness of your company through the implementation of the influencer marketing? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 7-9
2.2.1.4. Tips 30 minutes	<p>The trainer will explain the main concepts behind the introduction of the brand ambassadors into marketing campaign.</p> <p>The trainer will explain the main tips for the company to be followed.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 9-11
2.2.1.5. Assembly 40 minutes	<p>The trainer will ask the learners to evaluate the application of the steps to build an effective influencer marketing campaign.</p>

	<p>The trainer will ask the learners to evaluate the applicability of the tutorial proposed in the learning material.</p> <p>The trainer will ask the learners to share their conclusion and the discussion will follow.</p>
<p>2.2.1.6. Closure 10 minutes</p>	<p>The trainer will summarize the content of the training session and build a conclusion and explain the continuation of the training.</p>

3.2 Practical Session 2.2.2

Step and duration	Content
<p>2.2.2.1. Quiz 20 minutes</p>	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 2: e-Training Platform ● Communication tools available in the e-Training Platform
<p>2.2.2.2. Detective Story 20 minutes</p>	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 2: e-Training Platform ● Communication tools available in the e-Training Platform
<p>2.2.2.3. Reality-Check 20 minutes</p>	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the brand ambassadors for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 2: e-Training Platform ● Communication tools available in the e-Training Platform

4. Training Activity 2.3 - Content Strategy

4.1 Theoretical Session 2.3.1

Step and duration	Content
<p>2.3.1.1. Introduction 10 minutes</p>	<p>The trainer will introduce to the learners the concept behind the content strategz with the case study of HEALTH-ADE.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: page 13 ● PR1 Video ● PR2: page 11
<p>2.3.1.2. Benefits 20 minutes</p>	<p>The trainer will introduce to the learners the benefits of the content strategy.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: page 13 ● PR1 Video ● PR2: pages 11-13
<p>2.3.1.3. Discussion 30 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential implementation of the content strategy in their own companies.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Why do you think that the content strategy is necessary? ● How could you increase the competitiveness of your company through the implementation of the content strategy? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 11-18
<p>2.3.1.4. Tutorial 20 minutes</p>	<p>The teacher will lead participants through all steps which are necessary to introduce the content strategy in the company.</p> <p>The teacher will explain the types of including influencers into the content strategy.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 14-15
<p>2.3.1.5. Tips 20 minutes</p>	<p>The trainer will show good and bad practices in the field of the content strategy to be developed with the influencers.</p> <p>The teacher will explain the main tips which could be followed by the SMEs.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 15-16

<p>2.3.1.6. Assembly 40 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of the content strategy.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>5.1.2.10. Closure 10 minutes</p>	<p>The teacher will make a conclusion summarising all the topics of the training activity and explain the following training steps.</p>

4.2 Practical Session 2.3.2

Step and duration	Content
<p>2.3.2.1. Quiz 20 minutes</p>	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 2: e-Training Platform ● Communication tools available in the e-Training Platform
<p>2.3.2.2. Detective Story 20 minutes</p>	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 2: e-Training Platform ● Communication tools available in the e-Training Platform
<p>2.3.2.3. Reality-Check 20 minutes</p>	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the content strategy for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 2: e-Training Platform ● Communication tools available in the e-Training Platform

5. Experiential Training Activity 2.4 – Implementation of Influencers marketing in my company

5.1 Experiential Training Session 2.4

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the introduction of the Influencer marketing in the company.
2. Identification of the appropriate brand ambassador for the company.
3. Identification of the appropriate content strategy.
4. Influencer marketing with a short, medium and long-term vision.
5. Step by step proposed implementation of the influencer marketing.
6. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

6. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>Question 1: When does this “influencer” figure appear?</p> <ul style="list-style-type: none"> a. Recently, in the 21st century b. late nineteenth century c. 2004 <p>Feedback:</p> <p><i>Using a well-known public figure or celebrity to endorse and promote a brand or business, certainly isn't anything new. However, the influencer figure appears with the new social media as YouTube, Instagram, etc....</i></p> <p>Question 2:</p> <p>Which of these is an advantage of influencer marketing?</p> <ul style="list-style-type: none"> a. The Return on Investment is usually not very profitable b. Increases brand recognition and positioning c. It is difficult to reach the target audience since the communities are very extensive <p>Feedback:</p> <p><i>Influencer marketing helps you gain more visibility when such a person recommends your products or services or mentions your brands, which not only extend your scope but also increase your brand awareness.</i></p> <p>Question 3:</p> <p>What is a brand ambassador?</p> <ul style="list-style-type: none"> a. Long-term collaboration in which the influencer mentions the brand on more than one occasion b. The Influencer receives a product and has to upload a post with it c. Influencers attend the event so that it achieves more repercussion <p>Feedback:</p> <p><i>A brand ambassador is a person who represents and advertises a company, supports its offers and acts as the embodiment of the company's corporate identity through words and actions. Brand ambassadors are experts when it comes to talking about the brand online and offline. But it can also be your own employees within the company. Brand ambassadors do not need fixed qualifications.</i></p>

Question 4:

Which of these is a key factor when selecting the Influencer?

- a. quality of followers
- b. Location
- c. brand affinity**

Feedback:

While follower counts should be taken into consideration when choosing influencers, they are only one part of a larger puzzle. Brand affinity belongs to the most essential marketing metrics such as brand preference and loyalty. Affinity lets influencers build emotional connections with the public which is the cherry on the cake. Influencers can succeed in this task by communicating core values during every interaction with their followers.

Question 5:

Companies want to use brand ambassador to help ...

- a. sell their products to their followers.**
- b. develop new products.
- c. write their blogposts.
- d. design their websites.

Feedback:

One of the most common reasons why companies engage ambassadors is to increase brand awareness, improve social selling, and build trust among customers and followers.

Question 6:

An influencer is not only a born communicator and leader, he is also a good negotiator, what shouldn't he do?

- a. Work with brands that do not align with the personality or essence of your personal brand**
- b. having an identity should be oriented to who you are
- c. add honesty and humility

Feedback:

These days it's all about community and whether the audience interacts with the content. Focus on the relationship that the influencer has with their audience and choose accordingly. It is wildly important to thoroughly check the person you want to work with. They really have to align with your brand, not only now and in the future, but in the past as well.

Question 7:

What is the first thing we have to do when carrying out our influencer marketing strategy?

- a. Contact him or her
- b. Plan who your audience is**
- c. Analyse the influencers in my sector
- d. Interact with our influencers

Feedback:

The first step is to define who your audience will be for the specific campaign. Developing audience personas is a great way to make sure you understand who you're trying to reach.

Question 8:

Why is important that you work with influencers?

- a. trust
- b. affinity
- c. increased engagement.**

Feedback:

Engagement is related to a brand's ability to establish solid and long-lasting relationships with their clients and potential clients. The consumer trusts and turns to the brand when they need certain solutions to certain problems, identifies with the brand's values, understands its mission and therefore chooses to take their business to them, instead of millions of other competitors.

Question 9:

What is the main function of an influencer?

- a. Give publicity
- b. To be a good person
- c. Create good quality content**
- d. make collaborations

Feedback:

An influencer can partake in a number of different roles, all focused on helping a business achieve its goals and extend its reach. But first of all the influencers make content for themselves and for their audience.

Question 10:

Helping you to define the type and channel of content, speaking the language of the audience, saving time, money and effort are the benefits of

- a. Google My Business
- b. Create content marketing
- c. Understanding the target audience**
- d. Website building tools

	<p>Feedback:</p> <p><i>Combine targeting criteria to build your ideal persona, this is first thing to do when you start to create the campaign.</i></p>
DETECTIVE STORY	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>(Your answer will be only shown to your instructor in charge)</p> <p>The story:</p> <p><i>Imagine that your boss has given you a task to choose the right influencer for the company that you are working for. Your company is producing chocolate. The name of your company is Sweetchoco. Your company does not have any marketing strategy but your boss just heard that this is a good thing for expand company business. He is from the older generation and he does not use the social media and he also does not believe in the marketing strategy. This mean that you do not have any data or information to base your decision upon.</i></p> <p>Guiding questions:</p> <p><i>Where you will start? What is the first step that you have to do? Will you build the target persona? How you will choose the influencer? Will you think about brand ambassador?</i></p> <p><i>What will be your goal?</i></p> <p>Feedback:</p> <p><i>The main steps you need to go through is firstly to define or set clear objectives, the second step should be to define your target group, next step is to define ideal ambassador and, in the end, you have to select the right ambassador for your company. And remember, always measure the result.</i></p> <p>Example:</p> <p><i>Imagine that you became the head of marketing of an international company. The company was founded almost 50 years ago, it is well known all over the world, its profile is selling beverages. You are the second top seller in the market and you want to be the first one. According to the datas you have been given, the key to becoming the market leader is to convince the younger generation (age between 14-30) to consume your products.</i></p>
REALITY CHECK	
<p>Ask 5 closed questions that help to evaluate if the business is ready to</p>	<p>Question 1: Does your company have the market strategy?</p>

<p>implement the topic learnt in the respective module.</p>	<p><i>Context: we have included this question because it is important for every company to first have a broader picture of what it wants to do with the company.</i></p> <p>Yes/No</p> <p>Question2: Does your company employ influencers for the campaigns?</p> <p><i>Context: we have included this question as an option for each company to consider, but it is feasible and above all useful for them.</i></p> <p>Yes/No</p> <p>Question3: Do you understand what is brand ambassador?</p> <p><i>Context: we have included this because it is first important to understand exactly what the role and persona of a brand ambassador is.</i></p> <p>Yes/No</p> <p>Question4: Do you know what is the main benefit of employing the influencer?</p> <p><i>Context: we have included this because it is first important to answer the question why we would involve an influencer in the promotion.</i></p> <p>Yes/No</p> <p>Question5: Do you know what is the main role of the influencer?</p> <p><i>Context: this question is a follow-up to the previous question. It is necessary to identify and know in detail the role of the influencer in our company or context.</i></p> <p>Yes/No</p>
---	---

Feedback

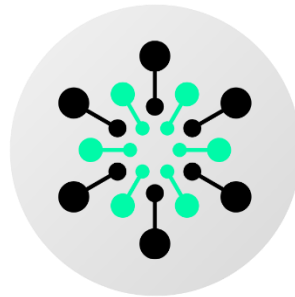
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex iii. Training Activity 3. Online stores in offline spaces



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers

Training Activity 3: Online stores in offline spaces





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Table of Contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 3.1 – Click & Collect	6
2.1 Theoretical Session 3.1.1	6
2.2 Practical Session 3.1.2	7
3. Training Activity 3.2 – Digital Kiosks	9
3.1 Theoretical Session 3.2.1	9
3.2 Practical Session 5.2.2	10
4. Experiential Training Activity 5.3 – Implementation of Click & Collect and Digital Kiosks	11
4.1 Experiential Training Session 5.3	11
5. Annex. Practical Activities	12

1. Scope and learning outcomes

1.1 Short description

The Training Activity 3 introduces the learner to the “Online stores in offline spaces”, which is a business strategy that is designed to draw potential online customers to physical stores. Consumers are identified online through email campaigns and advertising. These potential customers are then enticed to physical stores to make a purchase. When a company has both an online and an offline presence, online-to-offline commerce can be implemented. How? By treating both channels as complementary, they don’t have to compete against one another. “Online stores in offline spaces” businesses should make the online experience as first-rate and convenient as possible. Then, they can be *encouraged to head to a physical store to buy the product or service in question*¹.

Some methods an online-to-offline commerce company has at its disposal include, among others²:

- *In-store pick up of products bought online or on a mobile app;*
- *Allowing customers to place an order online from a physical store;*
- *Permitting goods that have been purchased online to be returned to a physical store;*
- *Installing a digital retail kiosk, such as an in-store information booth.*

1.2 Objectives

The Training Activity 3 will aim to give to the learners a thorough overview of the development of their own “Online stores in offline spaces”. Moreover, it will help the learners to get a clear idea of what “Online stores in offline spaces” are and how to implement them for increasing the competitiveness of their company.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module, the learners should:

- Know what “Online stores in offline spaces” are.
- Understand how to implement “Online stores in offline spaces” in their business.

Competences and Skills

Upon completion of this module, the learners should:

- Be able to evaluate the relevance of “Online stores in offline spaces” for their companies.
- Be able to define an action plan for implementation “Online stores in offline spaces”.

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences**, along the training in the application of “Ethical and value-based brands”, among others;

¹ <https://www.bigcommerce.com/ecommerce-answers/o2o-commerce/>

² <https://www.bigcommerce.com/ecommerce-answers/o2o-commerce/>

- **Competence 1. Information and data literacy;**
 - **Managing data, information and digital content:** To organize, store and retrieve data, information, and content in digital environments. To organize and process them in a structured environment.
 - **Interacting through digital technologies:** To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.
 - **Competence 2. Communication and collaboration;**
 - **Sharing through digital technologies:** To share data, information and digital content with others through appropriate digital technologies.
 - **Competence 3. Digital content creation**
 - **Developing digital content:** To create and edit digital content in different formats, to express oneself through digital means
- Competence 5. Problem solving**
- **Creatively using digital technology:** To use digital tools and technologies to create knowledge and to innovate processes and products

1.4 Training Topics

- Introduction to the “Online stores in offline spaces”
- Click and Collect is a way of trading that allows consumers to ‘click’ and buy online, then ‘collect’ at a store, by picking up their items, rather than having them delivered. Benefits: Flexibility; Shipping costs are avoided; Quick availability; Offer additional services; Secure payment options. Tutorial: Product management and availability; Clear and punctual communication; The responsibility of Click & Collect; Clearly indicate the collection area; Avoid queues during collections; Best practice
- A digital kiosk is a standalone screen that passersby or customers can interact with on the spot. They typically use a custom, branded app to provide various functionalities to users. Digital kiosks can be an extremely effective way to provide services to the retail customers. Benefits: Share Promotions and Sales; Improve Customer Experiences; Reduce Line Length; Easily View Inventory; Omnichannel Shopping; Manage Gift Registries; Save Time for Your Staff

1.5 Structure and estimated duration

- **Training Activity 3.1: Click & Collect**
 - Theoretical Session 3.1.1. Duration: 180 minutes
 - Practical Session 3.1.2. Duration: 60 minutes
- **Training Activity 3.2: Digital Kiosks**
 - Theoretical Session 3.2.1. Duration: 180 minutes
 - Assignments 3.2.2. Duration: 60 minutes
- **Experiential Training Activity 3.3:** Implementation of ““Online stores in offline spaces”. Duration: 120 minutes

2. Training Activity 3.1 – Click & Collect

2.1 Theoretical Session 3.1.1

Step and duration	Content
<p>3.1.1.1. Introduction and concept 30 minutes</p>	<p>The trainer will introduce to the learners the concept behind the Click & Collect.</p> <p>The trainer will show to the learners examples in order to make them to understand what Click & Collect strategies and tools are and how they can be successfully implemented by retail SMEs.</p> <p>The learners will start showing examples of big and well-known companies and will then show also examples of smaller companies at local level.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2 e-learning platform • Additional examples brought by the trainers, including examples at local level
<p>3.1.1.2. Benefits 30 minutes</p>	<p>The trainer will introduce to the learners the potential benefits of implementing Click & Collect strategies and tools.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2 e-learning platform
<p>3.1.1.3. Assembly 30 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the Click & Collect strategies and tools to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> • Do you know how Click & Collect strategies and tools can benefit companies in your sector and segment? • How could you increase the competitiveness of your own company through the implementation of the Click & Collect strategies and tools? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity</p> <p>Resources: N.A</p>
<p>3.1.1.4. Challenges 30 minutes</p>	<p>The trainer will explain the main challenges behind the implementation of Click & Collect strategies and tools for retail SMEs.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2 e-learning platform

<p>3.1.1.5. Assembly 30 minutes</p>	<p>The trainer will ask the partners to identify their own challenges and barriers for the implementation of Click & Collect strategies and tools for retail SMEs.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources:</p> <ul style="list-style-type: none"> • N.A
<p>3.1.1.6. Closure 30 minutes</p>	<p>The trainer will summarize the content of the training session and build a conclusion and explain the following stages.</p>

2.2 Practical Session 3.1.2

Step and duration	Content
<p>3.1.2.1. Quiz 20 minutes</p>	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> • Quiz Module 3: e-Training Platform • Communication tools available in the e-Training Platform
<p>3.1.2.2. Detective Story 20 minutes</p>	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> • Detective Story Module 3: e-Training Platform • Communication tools available in the e-Training Platform
<p>3.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>See Annex. Practical Activities</p>

	<p>Resources:</p> <ul style="list-style-type: none">• Reality-Check Module 3: e-Training Platform• Communication tools available in the e-Training Platform
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3. Training Activity 3.2 – Digital Kiosks

3.1 Theoretical Session 3.2.1

Step and duration	Content
<p>3.2.1.1. Introduction and concept 30 minutes</p>	<p>The trainer will introduce to the learners the concept behind the Digital Kiosks.</p> <p>The trainer will show to the learners examples in order to make them to understand what Digital Kiosks.strategies and tools are and how they can be successfully implemented by retail SMEs.</p> <p>The learners will start showing examples of big and well-known companies and will then show also examples of smaller companies at local level.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2 e-learning platform • Additional examples brought by the trainers, including examples at local level
<p>3.1.1.2. Benefits 30 minutes</p>	<p>The trainer will introduce to the learners the potential benefits of implementing Digital Kiosks strategies and tools.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2 e-learning platform
<p>3.1.1.3. Assembly 30 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the Digital Kiosks strategies and tools to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> • Do you know how Digital Kiosks strategies and tools can benefit companies in your sector and segment? • How could you increase the competitiveness of your own company through the implementation of the Digital Kiosks strategies and tools? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity</p> <p>Resources: N.A</p>
<p>3.1.1.4. Challenges 30 minutes</p>	<p>The trainer will explain the main challenges behind the implementation of Digital Kiosks strategies and tools for retail SMEs.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2 e-learning platform
<p>3.1.1.5. Assembly 30 minutes</p>	<p>The trainer will ask the partners to identify their own challenges and barriers for the implementation of Digital Kiosks strategies and tools for retail SMEs.</p>

	<p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources:</p> <p>N.A</p>
3.1.1.6. Closure 30 minutes	<p>The trainer will summarize the content of the training session and build a conclusion and explain the following stages.</p>

3.2 Practical Session 5.2.2

Step and duration	Content
3.2.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> • Quiz Module 3: e-Training Platform • Communication tools available in the e-Training Platform
3.2.2.2. Detective Story 20 minutes	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> • Detective Story Module 3: e-Training Platform • Communication tools available in the e-Training Platform
3.2.2.3. Reality-Check 20 minutes	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> • Reality-Check Module 3: e-Training Platform • Communication tools available in the e-Training Platform

4. Experiential Training Activity 5.3 – Implementation of Click & Collect and Digital Kiosks

4.1 Experiential Training Session 5.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main needs of the companies that could be faced by Click&Collect or Digital Kiosks
2. Identification of the main specific drivers and barriers affecting the company for the implementation of Click & Collect or Digital Kiosks
3. Assessment of the relevance and prioritization of the actions to be done, considering the impact and budget restrictions.
4. Implementation of a pilot action supported by a technological partners/supplier and reduced number of customers, which will be previously informed about the pilot process
5. Evaluation of the pilot action and conclusions
6. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>Question 1: “Online stores in offline spaces” is a business strategy that is designed to:</p> <p>A, Draw potential online customers to physical stores</p> <p>B, Draw potential offline customers to online stores</p> <p>C, Both</p> <p>Feedback: “Online stores in offline spaces” is a business strategy that is designed to draw potential online customers to physical stores.</p> <p>Question 2: “Online stores in offline spaces” strategies can be implemented:</p> <p>A, taking “old school retail” strategic principles and applying them, as retailers can solely rely on the tactics that made them successful in physical retail.</p> <p>B, updating the skills of their human resources and/or themselves as the online team needs to have influence in all elements of the retail business: pricing strategy, marketing, customer service, logistics, inventory, management, supply chain, accounting.</p> <p>C, None</p> <p><i>Feedback: Retailers must avoid taking “old school retail” strategic principles and apply them to “Online stores in offline spaces”. Retailers cannot solely rely on the tactics that made them successful in physical retail. It does not necessarily transfer over to online. Retailers must avoid not updating the skills of their human resources and/or themselves in micro retail companies. Retailers need to increase the level of accountability for the performance of all vendors who deliver support and services to the online stores. The online manager is a change agent. To create a new business channel requires change. The online team needs to have influence in all elements of the retail business: pricing strategy, marketing, customer service, logistics, inventory, management, supply chain, accounting.</i></p> <p>Question 3: Click & Collect should have several benefits for the customers, among others:</p> <p>A, Shipping costs are avoided</p> <p>B, Offer additional services</p> <p>C, Both</p> <p><i>Feedback: Shipping costs are avoided; Home delivery is very convenient, but it’s not free. With Click & Collect, shipping costs are avoided and money is saved. Offer additional services; During on-site delivery, the retailer can offer the customer additional services that cannot be given with the classic online purchase. For example, the possibility of trying on articles of clothing or testing the operation of technological devices.</i></p> <p>Question 4: Product management and availability is very important in Click & Collect because;</p> <p>A, retailers must do their best to clearly indicate the place of collection of online orders and describe the route as best as possible.</p>

B, orders for goods that are not stored on the premises need to be processed especially quickly when it comes to a Click & Collect purchase: Unlike regular online orders, customers expect especially fast access to the products they have purchased.

C, Both

Feedback: Inventory management is a common procedure, but if you want to offer the Click & Collect service, you have to pay close attention to it. On the one hand, it's important to keep the actual availability up to date at all times. The software should monitor stock levels so out-of-stock items are not displayed online. Imagine if someone paid for products for pickup, only to find out later that the promised collection time is not possible. On the other hand, orders for goods that are not stored on the premises need to be processed especially quickly when it comes to a Click & Collect purchase: Unlike regular online orders, customers expect especially fast access to the products they have purchased.

Question 5: The payments in the Click & Collect:

A, can be done in the moment of doing the purchase on line

B, can be done when the customer picks up the merchandise in case of not having made the payment, it is paid at this time.

C, Both

Feedback: Three basic steps can be identified for the operation of Click & Collect; i) The customer orders online and selects the "Pick up" option. In most cases, payment processing also takes place at this time via a payment system; ii) The seller confirms the online purchase and sends all the important data for the collection. The merchandise is prepared to be picked up. When it's ready, the seller notifies the customer to come pick it up; iii) The customer picks up the merchandise at the agreed time and place. In case of not having made the payment, it is paid at this time.

Question 6: Retailers are adopting digital kiosks to:

A, reduce queues, personalize the shopping experience for customers and improve customer service

B, include advertisements

C, Both

Feedback: Retailers are adopting digital kiosks to reduce queues, personalize the shopping experience for customers and improve customer service. Digital kiosks can also be used for branding and self-promotion

Question 7: Digital kiosks allow customers to, among others:

A, buy only what is available in the physical store.

B, look for items, sizes, and options unavailable in-store.

C, Both

Feedback: Customers may require a product that isn't offered in physical store, but that is available online. Self-service kiosks allow customers to look for items, sizes, and options unavailable in-store.

Question 8: Digital kiosks allow customers to, among others:

	<p>A, make it simple to locate product pricing, availability, and feature comparison information.</p> <p>B, be offered incentives or rewards programs using digital signage kiosks</p> <p>C, Both</p> <p><i>Feedback: Consumers appreciate information that is easy to obtain, and self-service kiosks make it simple to locate product pricing, availability, and feature comparison information. Consumers are offered excellent incentives or rewards programs using digital signage kiosks. These ads are deliberately put in front of consumers during checkout to take advantage of an additional promotional opportunity beyond typical signage.</i></p> <p>Question 9; Digital kiosks have the following pros, among others:</p> <p>A, Easy to Use; Cost effective; Utility; Easy to locate; Personal contact</p> <p>B, Easy to Use; Cost effective; Utility; Easy to locate</p> <p>C, Easy to Use; Utility; Easy to locate; Cheap software</p> <p><i>Feedback: The following main pros must be taken into account when implementing Digital Kiosks in retail stores: Easy to Use: Since much of its functionality is readily visible, digital kiosks are easy to navigate and use for the average consumer; Cost effective: Compared to hiring additional personal to process payments or handle check-in services, kiosks save both time and money for the business and other employee; Utility: Since the kiosk is effectively a computer, it offers a wide variety of services that help the consumer with their needs; Easy to locate: Since many kiosks are employed as way finders, their design and bright screens make them easy to locate especially in dark places</i></p> <p>Question 10; The following creative applications can be considered when implementing Digital Kiosks in retail stores, among others:</p> <p>A, Customizable wayfinding using interactive maps</p> <p>B, Data collection from customers for marketing objectives</p> <p>C, Both</p> <p><i>Feedback: Customizable wayfinding using interactive maps include digital wayfinding solutions can make it easier for consumers to find what they are looking for faster. Data collection from customers for marketing objectives includes consumers registration on the spot and receive their information for future communications.</i></p>
DETECTIVE STORY	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>(Your answer will be only shown to your instructor in charge)</p> <p>The story:</p> <p>Imagine you have a small retail store with 2 employees somewhere in your neighborhood which sells clothes for women from different manufacturers.</p>

<p>could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>You're facing different issues, including: i) you don't have space for showing all the clothes in your catalogue; ii) you have a project website prepared for ecommerce but you have not exploited it; i) the need of increasing the sales in the segment of younger women (20-25 years old) and other persons which are familiar with online purchases; iv) in the weekends, there are persons willing to made pre-orders and it creates problems of queues and lack of personal assistance from your staff.</p> <p>Guiding questions:</p> <p>How can the introduction of online stores in physical stores strategies help you increase your sales? Would "Click & Collect" strategies be applicable? Would "Digital Retail Kiosks strategies be applicable? Could be both strategies be combined?</p> <p>Feedback:</p> <p><i>The clothes and fashion sector is one of those where the implementation of online stores in physical stores strategies can increase the sales and improved the service delivered to the customers, while reducing the workload of your staff.</i></p> <p><i>If you already have project website prepared for ecommerce you must start increasing the visits through proper management of your social media. Then, you must include a module of "Click & Collect", offer your whole catalogue and connect it with your existing inventory management software. This will increase your sales, specially in the segment of younger women (20-25 years old) and other persons which are familiar with online purchases while will move them to visit your store.</i></p> <p><i>A Digital Retail Kiosk could also be implemented in a complementary way with "Click & Collect" or independently. It could help also in showing the whole catalogue, managing the pre-orders to make it faster without the involvement of your staff which will be free to give personal service to the customers. If relevant, it could also be linked with the Click & Collect" system.</i></p> <p><i>Finally, both systems will help you in better understanding the key indicators at general and individual level of your customers and support your decision making process.</i></p>
<p>REALITY CHECK</p>	
<p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Question 1. Does your company have a website prepared for ecommerce?</p> <p><i>Context, reasoning for RETRAIL partners or teachers; The implementation of online stores in physical stores needs the previous existence of websites prepared for ecommerce, which will be upgraded afterwards.</i></p> <p>Yes/No</p> <p>Question 2: Does your company have the capacity of doing an advanced inventory and stock management of your products through appropriated software</p> <p><i>Context, reasoning for RETRAIL partners or teachers; The implementation of online stores in physical stores needs the previous existence of advanced</i></p>

	<p><i>inventory and stock management practices and tools, which will be upgraded afterwards.</i></p> <p>Yes/No</p> <p>Question 3. Will the collection of customers data be interesting for improving the marketing strategies of your company?</p> <p><i>Context, reasoning for RETRAIL partners or teachers; The use of customers data will be a reason enough for implementing online stores in physical spaces when they can be deliver added value to the selling process</i></p> <p>Yes/No</p> <p>Question 4: Do your company have space or staff limitations affecting the service to customers or the capacity to show your customers all your potential offer?</p> <p><i>Context, reasoning for RETRAIL partners or teachers; Online stores in physical spaces are very interesting when there are space or staff limitations affecting the service to customers or the capacity to show the customers all the potential offer</i></p> <p>Yes/No</p> <p>Question 5: Do your company have staff enough to be assigned as digital manager in charge of the implementation of the online stores in offline spaces</p> <p><i>Context, reasoning for RETRAIL partners or teachers; Retailers must avoid taking “old school retail” strategic principles and apply them to “Online stores in offline spaces”. Retailers cannot solely rely on the tactics that made them successful in physical retail. It does not necessarily transfer over to online. Retailers must update the skills of their human resources and/or themselves and apply specific strategic principles to make the online and offline channels to combine.</i></p> <p>Yes/No</p>
--	---

Feedback

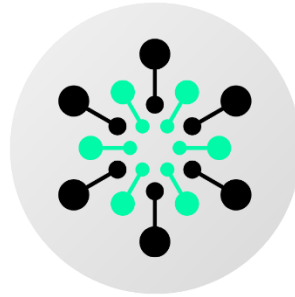
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex iv. Training Activity 4. AR-powered shopping



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 4: AR - Powered Shopping Experiences





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Table of contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 4.1 – Smart Mirrors	6
2.1 Theoretical Session 4.1.1	6
2.2 Practical Session 4.1.2	7
3. Training Activity 4.2 – QR Codes	9
3.1 Theoretical Session 4.2.1	9
3.2 Practical Session 4.2.2	10
4. Experiential Training Activity 4.3 – Implementation of AR in my company	12
3.1 Experiential Training Session 4.3	12
5. Annex. Practical Activities	13

1. Scope and learning outcomes

1.1 Short description

Module 4 introduces the learner to the Augmented Reality in retail and explains how retailers use AR – powered digital means for better shopping experiences. As digitally native shoppers start to take over the marketplace, retailers are turning to emerging technologies like augmented reality (AR) to enrich the relationships between consumers and brands. In this module the learner is taught how to create immersive shopping experiences that drive engagement, increase customer education, and further curiosity among shoppers.

1.2 Objectives

The Training Activity 4 will aim to give to the learners a thorough overview of the usage of AR in tourism industry. Moreover, it will help the learners to get a clear idea of what a AR is and how to implement it for increasing the competitiveness of their company.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module, the learners should:

- Know what AR - Powered Shopping Experiences are
- Understand the principles of AR - Powered Shopping Experiences and their benefits

Competences and Skills

Upon completion of this module, the learners should:

- Be able to recognize AR tools
- Be able to use AR tools

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences**, along the training in the application of “Ethical and value-based brands”, among others;

- **Competence 2. Communication and collaboration;**
 - To be aware of behavioral norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.
 - To create, and manage one or multiple digital identities, to be able to protect one’s own reputation, to deal with the data that one produces through several digital tools, environments and services.

1.4 Training Topics

- Introduction to the concept
- The main benefits
- How to plan an opening
- How to implement the principles behind the pop-up retail.

1.5 Structure and estimated duration

- **Training Activity 4.1: Smart Mirrors**
 - Theoretical Session 4.1.1. Duration: 180 minutes
 - Practical Session 4.1.2. Duration: 60 minutes
- **Training Activity 4.2: QR codes**
 - Theoretical Session 4.2.1. Duration: 180 minutes
 - Assignments 4.2.2. Duration: 60 minutes
- **Experiential Training Activity 4.3: Implementation of AR - Powered Shopping Experiences .**
Duration: 120 minutes

2. Training Activity 4.1 – Smart Mirrors

2.1 Theoretical Session 4.1.1

Step and duration	Content
4.1.1.1. Introduction 10 minutes	<p>The trainer will introduce to the learners the concepts of AR - Powered Shopping Experiences in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2 e-Training Platform
4.1.1.2. Benefits 5 minutes	<p>The trainer will introduce to the learners the benefits of Smart Mirrors for the retail SMEs.</p> <p>The potential expectations of the Stakeholders and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2 e-Training Platform
4.1.1.3. Assembly 15 minutes	<p>The trainer will ask the learners to give first feedback on the potential application of Smart Mirrors in their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think the usage of AR will help boost you organisation? ● What are the main interested parties? ● How could you increase the competitiveness of your company by using AR - Powered Shopping Experiences? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources: N.A</p>
4.1.1.4. Tutorial – How to implement Smart Mirrors 15 minutes	<p>The trainer will explain the main steps on how to implement Smart Mirrors.</p> <p>In this way, the learners will have a clear picture of the entire process and will be able to focus on each individual task at the right time.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2 e-Training Platform
4.1.1.5. Good practices and things to avoid 30 minutes	<p>The trainer will show good practices and things to avoid in the field of the implementation of the Smart Mirrors</p> <p>Resources:</p>

	<ul style="list-style-type: none"> ● PR1 Guide ● Examples of good and bad practices in the field of the pop-up events (to be collected by the trainer)
4.1.1.6. Assembly 40 minutes	<p>The trainer will ask the partners to identify specific actions in the field of the Smart Mirrors</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources: NA</p>
4.1.1.7. Tips 25 minutes	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when takes advantage of the possibilities of Smart Mirrors</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2 e-Training Platform
4.1.1.8. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the application of the 5 steps on how to implement AR - Powered Shopping Experiences.</p> <p>The trainer will ask the learners to evaluate the applicability of using AR in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
4.1.1.9. Closure 10 minutes	<p>The trainer will summarize the content of the training session, will build a conclusion and explain the following stages.</p>

2.2 Practical Session 4.1.2

Step and duration	Content
4.1.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 4: e-Training Platform ● Communication tools available in the e-Training Platform
4.1.2.2. Detective Story 20 minutes	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the detective story and will contact each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p>

	<p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 4: e-training platform ● Communication tools available in the e-Training Platform
<p>4.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in their own company.</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the AR - Powered Shopping Experiences subject and relevance of the experiential training activity to be implemented at the end of the Training Activity.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 4: e-Training Platform ● Communication tools available in the e-Training Platform

3. Training Activity 4.2 – QR Codes

3.1 Theoretical Session 4.2.1

Step and duration	Content
4.2.1.1. Introduction 5 minutes	<p>The trainer will introduce to the learners the approach of implementing QR Codes.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: pages (https://retrail.eu/wp-content/uploads/2022/11/RetRail-Guide.pdf) ● PR1 Videos (https://www.youtube.com/watch?v=3hp2p_tSFOs) ● PR2: pages (https://e-trainingcentre.gr/course/view.php?id=201)
4.2.1.2. Benefits 10 minutes	<p>The trainer will introduce to the learners the benefits of using QR Codes, such as: Quick interaction, Collecting data about client preferences, Taking control of the sale etc.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: pages (https://retrail.eu/wp-content/uploads/2022/11/RetRail-Guide.pdf) ● PR1 Videos (https://www.youtube.com/watch?v=3hp2p_tSFOs) ● PR2: pages (https://e-trainingcentre.gr/course/view.php?id=201)
4.2.1.3. Assembly 15 minutes	<p>The trainer will ask the learners to give first feedback on the potential application of the QR Codes in their own companies.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think this approach might help in your activity and how? ● How could you increase the competitiveness of your company through the implementation of AR? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>
4.2.1.4. Tools to implement QR Codes. 30 minutes	<p>The trainer will explain the main tools which can be used to implement QR Codes.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages https://e-trainingcentre.gr/course/view.php?id=201#section-5()
4.1.2.5. Assembly 30 minutes	<p>The trainer will encourage the learners to ask questions and to have an open discussion on the above topic.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
4.1.2.6. Tips for opening a pop-up store 25 minutes	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when launching a pop-up store.</p> <p>Resources:</p>

	<ul style="list-style-type: none"> PR2: pages (https://e-trainingcentre.gr/course/view.php?id=201#section-5())
<p>4.1.2.7. Good practices 25 minutes</p>	<p>The trainer will show good practices and things to avoid in the field of the implementation of QR codes</p> <p>Resources:</p> <ul style="list-style-type: none"> PR1 Guide: pages (https://retrail.eu/wp-content/uploads/2022/11/RetRail-Guide.pdf) Examples of good and bad practices in the field of the pop-up store (to be collected by the trainer)
<p>4.1.2.8. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of introducing QR codes in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>4.1.2.9. Closure 10 minutes</p>	<p>The learner will make a conclusion of the training activity and explain the following stages.</p>

3.2 Practical Session 4.2.2

Step and duration	Content
<p>4.2.2.1. Quiz 20 minutes</p>	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> Quiz Module 4: e-Training Platform Communication tools available in the e-Training Platform
<p>4.1.2.2. Detective Story 20 minutes</p>	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> Detective Story Module 4: e-training platform Communication tools available in the e-Training Platform
<p>4.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p>

	<p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none">● Reality-Check Module 4: e-Training Platform● Communication tools available in the e-Training Platform
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4. Experiential Training Activity 4.3 – Implementation of AR in my company

3.1 Experiential Training Session 4.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforce their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the integration of AR in the company.
2. Identification of the appropriate type of AR for the company.
3. Use of pop-up stores with a short, medium and long-term vision.
4. Step by step proposed implementation of the pop-up stores.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>QUESTION 1. What are AR - Powered Shopping Experiences</p> <ol style="list-style-type: none"> 1. Smart mirrors can display: <ul style="list-style-type: none"> ● Virtual try – on of clothes and accessories ● Product pricing and availability ● Both <p><i>Feedback: A smart mirror appears to be a standard mirror at first glance, but it employs augmented reality to let users visually try on various clothes designs and sizes, receive tailored outfit ideas, and experiment with various makeup hues. Customers can also use smart mirrors to check product pricing and availability, and they can use them as displays to provide information such as the current time, the weather, the newest news, and directions.</i></p> 2. As far as the benefits of smart mirrors are concerned, which one is directly linked with a product’s SKU (stock – keeping unit)?: <ul style="list-style-type: none"> ● Increasing sales/fast product purchases ● Rise of customer engagement ● Collecting data about client preferences <p><i>Feedback: Customers may quickly find what they're looking for by shopping with a certain SKU (stock-keeping unit) while using smart mirrors. SKU is a scannable barcode that is typically written on product labels at retail establishments.</i></p> 3. What is the main difference between AR (Augmented Reality) and VR (Virtual Reality)? <ul style="list-style-type: none"> ● AR does not include using digital equipment ● VR replaces the environment that we experience while AR enhances it ● AR does not gather data about the immediate environment <p><i>Feedback: The difference between Augmented Reality and Virtual Reality is that AR doesn't replace the real world but “augments” it with additional virtual objects.</i></p> 4. What type of mirrors are required in order to set a digital mirror set? <ul style="list-style-type: none"> ● See – through glass ● Regular mirror ● Two – way mirror, similar to those in police stations <p><i>Feedback: Smart mirrors, in contrast to regular mirrors, require light to come through from behind the glass in order to view the display. You therefore require a two-way mirror similar to those seen in police stations.</i></p> 5. Apart from giving customers a distinctive purchasing experience, AR can also help the shops: <ul style="list-style-type: none"> ● Change their time schedules ● Enhance their market share and brand recognition

- Be more environmentally friendly

Feedback: Applications for augmented reality (AR) can be used at several points in the sales process to give customers a distinctive purchasing experience. These applications also give shops the chance to enhance their market share and brand recognition.

6. One thing that smart mirrors and QR codes have in common is:

- **They can collect data about client preferences**
- They are affordable
- They demand low ignorance on the matter

Feedback: The QR Codes make it easy to trace usage and help with data analytics by revealing details such as how many people scanned, where they scanned, when they scanned, etc.

7. What feature of QR codes makes them so easy to use and access?

- They are fun to use
- They can be generated on – line
- **The associated content on the marker may be accessed by both print and digital media, creating a seamless experience**

Feedback: The easy-to-scan codes can be dispersed throughout print and digital media using a phone. The associated content on the marker may be accessed by both print and digital media, creating a seamless experience.

8. QR codes containing AR information can also be called?

- Barcodes
- **AR codes**
- QR+ codes

Feedback: AR codes let you offer a product a new dimension by integrating interactive content to the real world around you. Although AR and QR codes have similar goals, they are fundamentally different from one another.

9. What is the thing that you should decide first before creating your QR code?

- **Where you want the QR code to guide you**
- What QR code generator to use
- Whether to create a custom QR code

Feedback: There are many free to use qr code generators that you can use such as Beaconstac, QR Code Generator, QR Code Monkey, Scanova, The QR Code generator, Shopify, GoQR, QR Stuff. What you should decide first is where you want the QR code to guide you. Is it a website, an e-mail or as in the example of P&G virtual stores it automatically adds to your e-cart the scanned product?

10. QR can apply to other things than redirecting to a company's website, such as:

- Enable phone – calls
- **Send multiple e-mails to a large number of people**
- QR codes don't apply to other possibilities

Feedback: A mobile phone can scan a QR code to acquire a list of the company's products and services. There is a certain kind of QR code that enables users to

	<p><i>send emails instantly. This is especially useful when a company needs to communicate with a large number of people.</i></p>
DETECTIVE STORY	
<p>Detective story Your student should be able to put their theoretical knowledge into use. Investigate a best practice or imagine a situation where they could use what they learned about the topic. Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one! Character limit: 400 words.</p> <p>Imagine you have a small retail store somewhere in your neighbourhood which sells athletic apparel and footwear as well as basic athletic gear for children and adolescents. Big corporate athletic brands and e-shops make business a bit more difficult to thrive, especially after covid where people were trained to shop online. You have a website but not an e-shop to promote online shopping. Lately you have been thinking of ways to promote your business and make it more relatable to the youngsters of your area. While doing your research, you discovered that there is a sports association for adolescents close to the nearest park where football, basketball and volleyball are practiced daily. How can AR help you increase your sales? What AR tool is suitable to be implemented in this case? What information can you extract from applying this particular AR tool in your business?</p> <p><i>Feedback: One possible solution would be to generate a QR code that leads to a. your website, b. a subpage on your website where you provide discount coupons or c. a (treasure) map leading to your store. You could install pictures and copies of your QR code near the training area with direct messages to the potential user. For example, “find your way to the best sports clothes for your training “or “one step closer to completing your gear”. Smartphones are widely used among adolescents and it is very likely that on their way to or from practice, they will eventually scan the code even just from curiosity. Scanning the code can lead to increased visits to the store thus sales let alone provide useful feedback on preferences and rush hours!</i></p>
REALITY CHECK	
<p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Is your business ready to apply the material?</p> <p>Question1: The kind of products and services that you offer/sell are demonstrated in any digital form (at least one) within your store?</p> <p>Yes/No</p> <p><i>Context:</i> <i>In the digital age, showcasing products and services through digital means is crucial for business success. Having the ability to present offerings in a digital format within your store is essential for attracting and engaging customers. This skill ensures a dynamic and visually appealing display, facilitating easier exploration and understanding of the products or services, ultimately enhancing the overall customer experience and driving sales.</i></p>

Question2: Can your own operations support AR powered experiences of some kind? For example, in terms of: i) presentation ii) marketing iii) on-line approach

Yes/No

Context:

The ability of your operations to support AR-powered experiences is increasingly vital in today's digital landscape. Firstly, in terms of presentation (i), incorporating augmented reality enhances product demonstrations and visualization, providing a more immersive and interactive experience for customers. Secondly, for marketing (ii), leveraging AR can create innovative and attention-grabbing campaigns, fostering customer engagement and brand awareness. Lastly, in the online approach (iii), integrating AR features into your digital platforms elevates user interactions, making the online shopping experience more dynamic and compelling. Overall, embracing AR capabilities can significantly enhance your business operations across presentation, marketing, and online engagement.

Question3: Can your own operations channel an AR powered experience to your existing customers? Are your existing customers a target group that could understand and operate AR equipment?

Yes/No

Context:

Implementing an AR-powered experience for existing customers is valuable for businesses, assuming the target demographic is tech-savvy. Assess whether your current customer base is likely to possess and operate AR equipment comfortably. If your audience is tech-oriented and embraces innovation, introducing AR can deepen customer engagement and loyalty. However, if your clientele is less familiar with AR technology, consider incorporating user-friendly interfaces or providing guidance to ensure a seamless and accessible experience, aligning the implementation with the preferences and technological proficiency of your existing customer base.

Question4: Do your future targeted customers be open to pay a little more money for a product or service related to AR and do your future plans include some kind for investment regarding the previous?

Yes/No

Context:

Understanding the willingness of future target customers to pay a premium for AR-related products or services is crucial for strategic planning. Assess the market demand and consumer expectations to determine if there is a perceived value in AR features. If potential customers are willing to pay more for enhanced AR experiences, it may be a strategic move to invest in AR technology. Consider incorporating this into your future plans, allocating

	<p><i>resources for research, development, and marketing efforts to capitalize on the perceived value and innovation associated with AR, thus aligning your business strategy with evolving consumer preferences.</i></p> <p>Question5: Do you have active social media tools where your AR powered shopping experiences can be communicated?</p> <p>Yes/No</p> <p><i>Context: Leveraging active social media tools to communicate your AR-powered shopping experiences is essential for maximizing outreach and engagement. Utilize platforms like Instagram, Facebook, or Snapchat to showcase the innovative features of your AR experiences. Share visually compelling content, such as demos or customer testimonials, to generate excitement and interest. Encourage user-generated content through hashtags or interactive challenges to enhance the social media presence of your AR offerings. This strategic use of social media not only communicates the value of your AR-powered shopping experiences but also fosters a community around your brand, driving awareness and attracting new customers.</i></p>
--	---

Feedback

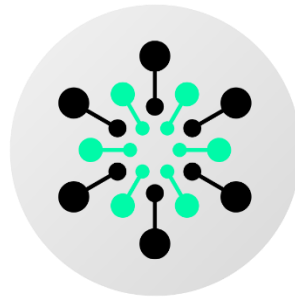
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex v. Training Activity 5. Ethical and values-based brands



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 5: Ethical and value- based brands





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Table of Contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 5.1 - Social policies for developing ethical and value-based brands	6
2.1 Theoretical Session 5.1.1	6
2.2 Practical Session 5.1.2	8
3. Training Activity 5.2 - Environmental policies for developing ethical and value-based brands	10
3.1 Theoretical Session 5.2.1	10
3.2 Practical Session 5.2.2	12
4. Experiential Training Activity 5.3 – Implementation of Social and Environmental policies in my company for developing our Ethical and Value-Based Brand	13
4.1 Experiential Training Session 5.3	13
5. Annex. Practical Activities	14

1. Scope and learning outcomes

1.1 Short description

The Training Activity 5 introduces the learner to the ethical and value-based brands in retail and explains how retailers can develop them towards a greater competitiveness. As the whole society is asking the companies to have a more ethical behavior, the companies must take care of implementing specific actions addressing the respect to the rights of the customers and, generally speaking, the human rights and sustainable developments principles. In this module the learner is taught about how to implement policies and actions for improving the ethical behavior of the retail companies, focusing on the relevant aspects for their business.

1.2 Objectives

The Training Activity 5 will aim to give to the learners a thorough overview of the development of their own ethical and value-based brand. Moreover, it will help the learners to get a clear idea of what an ethical and value-based brand is and how to implement it for increasing the competitiveness of their company and not merely as an internal ethics commitment.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module, the learners should:

- Know what ethical and value-based brands are.
- Understand how to implement ethical and value-based brands in their business.

Competences and Skills

Upon completion of this module, the learners should:

- Be able to evaluate the relevance of their social (including customers) and environmental impacts.
- Be able to define an action plan for improving and measuring their social (including customers) and environmental impacts.
- Be able to develop a communication strategy based on facts for showing the ethics and values of their company.

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences**, along the training in the application of “Ethical and value-based brands”, among others;

- **Competence 2. Communication and collaboration;**
 - To be aware of behavioral norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.
 - To create, and manage one or multiple digital identities, to be able to protect one’s own reputation, to deal with the data that one produces through several digital tools, environments and services.

1.4 Training Topics

- Introduction to the Ethical and value-based brands
- Social policies for developing ethical and value-based brands, including practices towards key stakeholders like the customers, the employees, the suppliers and the whole society. Identification of the main impacts of the company. Assessment of the relevance of the impacts (Materiality) and selection. Set-up of an indicators system. Communication of social ethical practices. Examples of indicators for reporting the social impact of the company. Alignment with the SDGs and use for supporting the communication strategy. Best practices.
- Environmental policies for developing ethical and value-based brands, including the environmental dimension of the ethics and value-based behaviors in retail companies covers practices towards the environment. Identification of the main impacts of the company. Assessment of the relevance of the impacts (Materiality) and selection. Set-up of an indicators system. Communication of environmental ethical practices. Best practices. Avoid Greenwashing. Ecolabelling. Examples of indicators for reporting the environmental impact of the company. Alignment with the SDGs and use for supporting the communication strategy

1.5 Structure and estimated duration

- Training Activity 5.1: Social Policies.
 - Theoretical Session 5.1.1. Duration: 180 minutes
 - Practical Session 5.1.2. Duration: 60 minutes
- Training Activity 5.2: Environmental Policies.
 - Theoretical Session 5.2.1. Duration: 180 minutes
 - Assignments 5.2.2. Duration: 60 minutes
- Experiential Training Activity X.2: Implementation of Social and Environmental Policies. Duration: 240 minutes

2. Training Activity 5.1 - Social policies for developing ethical and value-based brands

2.1 Theoretical Session 5.1.1

Step and duration	Content
<p>5.1.1.1. Introduction 10 minutes</p>	<p>The trainer will introduce to the learners the concept behind the social policies for developing ethical and value-based brands in SMEs retail companies.</p> <p>The concept of Stakeholders will be introduced, including the main categories usually affected by the social policies: customers, employees, suppliers and the whole society</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2: e-Training Platform
<p>5.1.1.2. Benefits 5 minutes</p>	<p>The trainer will introduce to the learners the benefits of implementing social policies for developing ethical and value-based brands.</p> <p>The potential expectations of the Stakeholders and benefits of the companies satisfying them will be introduced</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2: e-Training Platform
<p>5.1.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the social policies to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> • Do you know the social impact of your company? Are you managing it? • What are your main relevant Stakeholders? How are they affected by your social impact? What are their expectations? • How could you increase the competitiveness of your company through the implementation of the social policies? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity</p> <p>Resources: N.A</p>
<p>5.1.1.4. Identification, assessment and monitoring of social impacts</p>	<p>The trainer will explain the main concepts behind the identification of the main impacts of the company.</p> <p>The trainer will explain the main concepts behind the assessment of relevance/materiality of the social impacts of the company.</p>

<p>15 minutes</p>	<p>The trainer will explain the main concepts behind the set-up of indicators for the monitoring and measurement of the social impacts of the company</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Template of a Materiality Matrix
<p>5.1.1.5. Action Plan for social practices 15 minutes</p>	<p>The trainer will show good and bad practices in the field of the implementation of the social ethical practices.</p> <p>The trainer will explain the main concepts behind the definition of an Action Plan for the implementation of the social practices.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Template of an Action Plan for social practices
<p>5.1.1.6. Assembly 30 minutes</p>	<p>The trainer will ask the partners to identify possible indicators to be used for monitoring the implementation of their own social policies, divided into consumers, employees, suppliers and global society, considering their main social impacts and their relevance/materiality.</p> <p>The trainer will ask the partners to identify specific actions in the field of the implementation of the social policies, divided into consumers, employees, suppliers and global society.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources:</p> <ul style="list-style-type: none"> • Template of a Materiality Matrix • Template of an Action Plan for social practices
<p>5.1.1.7. Communicating social practices 25 minutes</p>	<p>The trainer will explain the main concepts behind the communication of social ethical practices, referring to the 8 steps to build an effective communication of the ethical practices of the companies: Authenticity; Transparency; Simplicity; Consistency; Multichannel; Refresh Content; Employees as ambassadors; Results</p> <p>The trainer will show good and bad practices in the field of the communication of social ethical practices.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Examples of good and bad practices in the field of the communication of social ethical practices collected by the trainer from well-known cases at country level (to be collected by the trainer)
<p>5.1.1.8. SDGs for communication strategy 25 minutes</p>	<p>The trainer will explain the main concepts behind the alignment with the SDGs and their use for supporting the communication strategy.</p> <p>The teacher will show good and bad practices in the field of using the SDGs and use for supporting the communication strategy.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2: e-Training Platform

	<ul style="list-style-type: none"> Examples of good and bad practices in the field of the communication of social practices collected by the trainer from well-known cases at country level (to be collected by the trainer).
5.1.1.9. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the application of the 8 steps to build an effective communication of the ethical practices of their companies</p> <p>The trainer will ask the learners to evaluate the applicability of the SDGs for supporting the communication strategy regarding the social impact in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
5.1.1.10. Closure 10 minutes	<p>The trainer will summarize the content of the training session and build a conclusion and explain the following stages.</p>

2.2 Practical Session 5.1.2

Step and duration	Content
5.1.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> Quiz Module 5: e-Training Platform Communication tools available in the e-Training Platform
5.1.2.2. Detective Story 20 minutes	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> Detective Story Module 5: e-Training Platform Communication tools available in the e-Training Platform
5.1.2.3. Reality-Check 20 minutes	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p>

	<p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none">• Reality-Check Module 5: e-Training Platform• Communication tools available in the e-Training Platform
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3. Training Activity 5.2 - Environmental policies for developing ethical and value-based brands

3.1 Theoretical Session 5.2.1

Step and duration	Content
<p>5.2.1.1. Introduction 5 minutes</p>	<p>The trainer will introduce to the learners the concept behind the environmental policies for developing ethical and value-based brands in SMEs retail companies.</p> <p>The concept of life-cycle will be introduced in order to make the learners to better understand the environmental impact of their products and services.</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2: e-Training Platform
<p>5.2.1.2. Benefits 10 minutes</p>	<p>The trainer will introduce to the learners the benefits of implementing environmental policies for developing ethical and value-based brands, both internal (costs, efficiency, legislation) and external (product/process innovation, market penetration).</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR1 Guide • PR1 Videos • PR2: e-Training Platform
<p>5.2.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the environmental policies to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> • Do you know the environmental impact of your company? Are you managing it? • How could you increase the competitiveness of your company through the implementation of the environmental policies? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>
<p>5.2.1.4. Identification, assessment and monitoring of social impacts 15 minutes</p>	<p>The teacher will explain the main concepts behind the identification of the main impacts of the company.</p> <p>The teacher will explain the main concepts behind the assessment of relevance/materiality of the environmental impacts of the company.</p> <p>The teacher will explain the main concepts behind the set-up of indicators for the monitoring and measurement of the social impacts of the company</p> <p>Resources:</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Template of a Materiality Matrix

<p>5.2.1.5. Action Plan for environmental practices 15 minutes</p>	<p>The trainer will show good and bad practices in the field of the implementation of the environmental practices.</p> <p>The teacher will explain the main concepts behind the definition of an Action Plan for the implementation of the environmental ethical practices.</p>
<p>5.2.2.6. Assembly 30 minutes</p>	<p>The trainer will ask the partners to identify and share specific actions in the field of the implementation of the environmental policies, considering their main social impacts and their relevance/materiality.</p> <p>The trainer will ask the partners to identify possible indicators to be used for monitoring the implementation of the environmental policies</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>5.2.2.7. Communicating environmental practices 25 minutes</p>	<p>The trainer will explain the main concepts behind the communication of environmental practices.</p> <p>The trainer will explain the main concepts behind the greenwashing, ecolabelling and other key concepts.</p> <p>The trainer will show good and bad practices in the field of the communication of social ethical practices</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Examples of good and bad practices in the field of the communication of environmental practices collected by the trainer from well-known cases at country level (to be collected by the trainer).
<p>5.2.2.8. SDGs for communication strategy 25 minutes</p>	<p>The trainer will explain the main concepts behind the alignment with the SDGs and their use for supporting the communication strategy.</p> <p>The trainer will show good and bad practices in the field of using the SDGs for the communication of environmental practices.</p> <ul style="list-style-type: none"> • PR2: e-Training Platform • Examples of good and bad practices in the field of the communication of social practices collected by the trainer from well-known cases at country level (to be collected by the trainer).
<p>5.2.2.9. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of the SDGs and for supporting the communication strategy regarding the environmental impact.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them</p>
<p>5.2.2.10. Closure 10 minutes</p>	<p>The learner will make a conclusion of the training activity and explain the following stages.</p>

3.2 Practical Session 5.2.2

Step and duration	Content
<p>5.2.2.1. Quiz 20 minutes</p>	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> • Quiz Module 5: e-Training Platform • Communication tools available in the e-Training Platform
<p>5.2.2.2. Detective Story 20 minutes</p>	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> • Detective Story Module 5: e-Training Platform • Communication tools available in the e-Training Platform
<p>5.2.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> • Reality-Check Module 5: e-Training Platform • Communication tools available in the e-Training Platform

4. Experiential Training Activity 5.3 – Implementation of Social and Environmental policies in my company for developing our Ethical and Value-Based Brand

4.1 Experiential Training Session 5.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative social impacts of the company versus the main stakeholders affected.
2. Identification of the main positive and negative environmental impacts of the company considering the life cycle of their services and products.
3. Assessment of the relevance and prioritization of the social and environmental impacts. The Materiality Matrix could be used.
4. Determination the Social and Environmental Action Plan with a short, medium and long-term vision and determination of Key Performance Indicators to be monitored. The Action Plan template could be used.
5. Implementation of, at least, one social and one environmental action defined for the short term and estimation of its impact using the corresponding KPI.
6. Communication of the actions and impacts using the social media of the company. The reference to the alignment with the Sustainable Development Goals will be evaluated
7. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>Question 1: An “Ethical and value-based brand” represent a company whose products, services and activities:</p> <ul style="list-style-type: none"> • A, Are morally correct • B, Don’t harm people, animals and the environment • C, Both <p><i>Feedback: Within the corporate sector, an ethical brand is directly linked to the product and activities of the business behind the brand. It could be defined as “a brand that represents a company, organization or person whose products, services and activities: i) are morally correct; ii) do not harm people, animals and the environment; iii) contribute to society and public good in a responsible, positive, and sustainable way¹”.</i></p> <p>Question 2; Ethical brands benefit from:</p> <ul style="list-style-type: none"> • A, Less word of mouth • B, Less expectations from customers • C, Higher levels of loyalty and customers' strong commitment to repurchase a company's products or services <p><i>Feedback: Compared to their counterparts, ethical brands benefit from higher levels of loyalty and customers' strong commitment to repurchase a company's products or services. The emotional commitment that people develop toward a service provider boosts customer retention and loyalty and prevents the search for alternatives among competing brands.</i></p> <p>Question 3; The social dimension of ethical practices affects stakeholders like:</p> <ul style="list-style-type: none"> • A, Customers and environment • B, Only employees • C, Customers, the employees, the suppliers and the whole society <p><i>Feedback: The first and foremost obligation of an organization and its employees is to protect the rights and interests of <u>customers</u>, and they are liable to ensure for the customers’ safety and security. An organization should not only follow ethical practice towards consumers but also towards its <u>employees</u>, as main internal stakeholder. <u>Suppliers</u> are also an important stakeholder for the companies. The implementation of ethical practices towards suppliers focuses in creating a profitable and fair relationship with them which creates and share richness, preferably at local level and/or in communities with vulnerable groups. Finally, the implementation of ethical practices towards <u>the whole society</u> focuses in producing a direct and visible impact in the community and/or sector of activity. This could also be understood as “social action”.</i></p>

¹ Ethical Branding: A Guide For Creating More Ethical Brands.
<https://www.thebrandingjournal.com/2018/02/ethical-branding-guide/>

Question 4: Managing the social impact on employees implies:

- A, Promoting the diversity
- B, Providing fair salaries
- **C, Both**

*Feedback: An organization should not only follow ethical practice towards consumers but also towards its **employees**, as main internal stakeholder. Existing studies have confirmed that ethical practices can influence employees' attitudes and behaviors through improving their organizational pride. Ethical practices affect employees' attachment to and pride in their organization, and thus affects their work-related attitudes and behaviors². Managing the social impact on employees implies, among others, promoting the diversity and providing fair salaries.*

Question 5: The communication of the ethical practices must:

- **A, Be based on results supported by data**
- B, Only talk about our strengths
- C, Talk about how nice is to be ethics, no matter the content of our core business

Feedback: Communicating the ethics and values of the companies is a controversial aspect within the development of “Ethical and value-based brands”. While firms want stakeholders to be aware that they have an ethical behavior, they are hesitant about communicating their actions, fearing criticism and worrying of creating higher expectations. Nonetheless, stakeholders (e.g., consumers) want to get to know the corporations behind the brands and products they buy. Without a clear communication strategy, no one really knows. The communication of the ethical practices must be based on results supported by data and avoid only talking about our strength or about how nice is to be ethics, no matter the content of our core business.

Question 6: The implementation of environmental ethical practices can:

- A, Increase the sales of the company
- B, Reduce costs through increased efficiency
- **C, Both**

Feedback: The implementation of environmental practices is not only about ethics behaviour but they can also improve the competitiveness through increasing the sales of the company and reducing costs through increased efficiency.

Question 7: Retailers can contribute to the reduction of the impact of the raw materials of the products:

- A, Asking their suppliers to use raw materials from sustainable origins
- B, Purchasing products with reduced amount of materials

² How Does Internal and External CSR Affect Employees' Work Engagement? Exploring Multiple Mediation Mechanisms and Boundary Conditions. Jia et al., 2019

- **C, Both**

Feedback: Retailers can contribute to the reduction of the impact of the raw materials of the products through asking their suppliers to use raw materials from sustainable origins and/or purchasing products with reduced amount of materials.

Question 8; Retailers can contribute to the reduction of the impact of the distribution stage of the products:

- **A, Using vehicles and logistic routes with low emissions for their own distribution**
- B, Subcontracting this service with transport companies and trust on their practices
- C, Both

Feedback: Retailers can contribute to the reduction of the impact of the distribution stage of the products through using vehicles and logistic routes with low emissions for their own distribution and/or subcontracting this service with transport companies and trust on their practices.

Question 9; Regarding the environmental impact of products in the use and end-of-life stages:

- A, The retailers cannot have any influence on them
- **B, The retailers can have influence in the selection of products to be commercialized and through awareness and transference of best practices**
- C, The retailers can have influence through awareness and transference of best practices

Feedback: Regarding the environmental impact of products in the use and end-of-life stages the retailers can have influence in the selection of products to be commercialized and through awareness and transference of best practices.

Question 10; A Sustainable Development Goals which we could use for supporting the communication of our environmental practices is:

- **A, SDG 12 Responsible Consumption and Production**
- **B, SDG 5 Gender Equality**
- **C, Both**

Feedback: Any retail SME can adhere itself to the SDGs, always that there are facts and data supporting this adhesion. This is way, the continuous monitoring of the social impact through a proper indicators system is needed for building a credible communication. Then, this adhesion can be communicated as part of the communication strategy for the ethical practices and even the logos of the addresses SDG can be used. The main SDG related with the environmental impact are: SDG 6. Ensure availability and sustainable management of water and sanitation for all; SDG 7. Ensure access to affordable, reliable, sustainable and

	<p><i>modern energy for all; SDG 12. Ensure sustainable consumption and production patterns; SDG 13. Take urgent action to combat climate change and its impacts</i></p>
<p>DETECTIVE STORY</p>	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>(Your answer will be only shown to your instructor in charge)</p> <p>The story:</p> <p>Imagine you have a small retail store with 2 employees somewhere in your neighborhood which sells mainly fruits and other fresh and healthy foods. Your have not a specific customers segmentation and your products have a medium price. A big retail corporation opened a shop in the neighborhood some months ago and make business a bit more difficult to thrive. Lately you have been thinking of ways to keep your business competitive based on any kind of differentiation, as you cannot compete with the prices of the big retail corporation.</p> <p>Guiding questions:</p> <p>How can the introduction of ethical and value-based practices help you increase your sales? How could you develop an ethical and value-based brand?</p> <p><i>Feedback: The food sector is one of those where the implementation of ethical and value-based practices has the potential to find a market niche of customers with high awareness about the impact of that food in their health and in the social and environmental impact of the production and consumption. Therefore, it would be good idea to focus on this segment of customers who are usually not so comfortable with the offer of the big retail company. Then, you should implement practices like:</i></p> <ul style="list-style-type: none"> - <i>Offer only high quality and healthy fruits and fresh products. Include certified “bio” products</i> - <i>Try to reduce the impact of the distribution through “kilometer 0” policies and adapt the offer to the seasonality as much as possible</i> - <i>Eliminate the single use oil-based plastics packaging and substitute them for paper produced in sustainable forest management (FSC/PFEC)</i> - <i>For some products, promote the self-service of the specific quantities to be consumed, in order to reduce the food wastes.</i> - <i>For fruits coming for developing countries, ensure that they are produced respecting the human rights of the local communities and the implementation of sustainable farming practices</i> - <i>Optimize as much as possible the energy efficiency and consumption of resources</i>

	<ul style="list-style-type: none"> - <i>Communicate the achievements through data and results</i> - <i>Organize workshops in the neighborhood about healthy and responsible nutrition</i>
REALITY CHECK	
<p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Question 1. The kind of products and services that your company commercialized are relevant in terms of social and/or environmental impacts produced by them along their life cycle?</p> <p><i>Context, reasoning for trainers; We include this question because if the products of the retail company have social/environmental impacts, the implementation of ethical practices will have content and our customers and other stakeholders will be interested in our ethical behavior. The opposite, if the products have not social/environmental impacts, the implementation of ethical practices will not be so important for the retail company</i></p> <p>Question 2: <i>Can the operations of your company produce a relevant social impact? For example, in terms of: i) rights, health and security of customers; ii) number and wellbeing of employees; iii) kind of suppliers</i></p> <p><i>Context, reasoning for trainers; We include this question because, even if the products are relevant in terms of social/environmental, it's important to evaluate the margin of the company to have influence on them. If the retail company doesn't play any role in the impacts, then, the implementation of ethical practices will not be so important because it will not have a lot to do nor to communicate</i></p> <p>Question 3. Can you're the operations of your company produce a relevant environmental impact? For example, in terms of: i) energy consumption; ii) distribution; iii) packaging; iv) wastes</p> <p><i>Context, reasoning for trainers; Same than Question 3</i></p> <p>Question4: Do the present or future targeted customers of your company be open to pay a little more money for a product with added values, or just customers looking for price?</p> <p><i>Context, reasoning for trainers; We include this question because if the targeted costumers of the retail company are only focusing in price, delivery time or similar characteristics but they are not interested in any other added-values, it will be challenging to transform the ethical behavior into competitiveness.</i></p> <p>Question5: Does your company have active social media tools where your ethical practices can be communicated?</p> <p><i>Context, reasoning for trainers; We include this question because if the company is not (or is not going) to be active in the communication through social media, the impact of the ethical behaviors will be limited</i></p>

Feedback

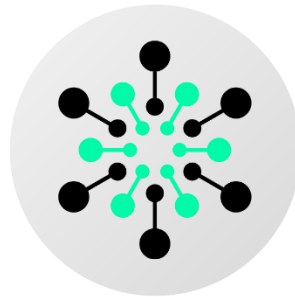
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex vi. Training Activity 6. Fast delivery



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 6: Same-day or faster delivery





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Table of contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 6.1 – Same-day or faster delivery	7
2.1 Theoretical Session 6.1.1	7
3. Training Activity 6.2 – The logistics industry	7
3.1 Theoretical Session 6.2.1	7
3.2 Practical Session 6.2.2	9
3. Training Activity 6.3 – Fulfilment centres	10
3.3 Theoretical Session 6.3.1	10
3.4 Practical Session 6.3.2	11
4. Experiential Training Activity 6.4 – Implementation of same-day or faster delivery	13
4.1 Experiential Training Session 6.4	13
5. Annex. Practical Activities	14

1. Scope and learning outcomes

1.1 Short description

Module "Same-day or Faster Delivery" introduces you to the key concepts and strategies associated with modern-day logistics and supply chain management, with a specific focus on achieving faster delivery times. The module covers various aspects, including the importance of quick and efficient order fulfillment, the utilization of technology and data for demand forecasting and route optimization, the role of last-mile delivery solutions, and the impact of customer expectations on delivery speed. It also explores emerging trends and technologies, such as drones, autonomous vehicles, and urban fulfillment centers, that are reshaping the landscape of same-day or faster delivery. Additionally, the module delves into the challenges and considerations associated with implementing such delivery strategies, including cost implications, regulatory requirements, and sustainability concerns. Through real-world examples and case studies, this module provides a comprehensive understanding of the strategies, technologies, and best practices for achieving same-day or faster delivery in the ever-evolving world of logistics and supply chain management.

1.2 Objectives

The objectives of the "Same-day or Faster Delivery" module are to familiarize you with the key concepts, strategies, and technologies associated with achieving quick and efficient delivery times in modern logistics and supply chain operations. You will gain an understanding of the importance of order fulfillment, demand forecasting, route optimization, last-mile delivery solutions, customer expectations, emerging trends and technologies, as well as the challenges and considerations associated with implementing same-day or faster delivery strategies.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module you should:

- Understand the principles of order fulfillment and demand forecasting in the context of same-day or faster delivery.
- Be familiar with route optimization techniques and technologies for efficient delivery operations.
- Have knowledge of last-mile delivery solutions and emerging trends in the logistics and supply chain industry.

Competences and Skills

Upon completion of this module you should:

- Be able to analyze customer expectations and tailor delivery strategies to meet those expectations.
- Have competence in implementing and managing same-day or faster delivery operations, including coordination of logistics, transportation, and last-mile delivery processes.
- Be skilled in utilizing emerging technologies and tools for optimizing delivery operations and enhancing customer experience.

Digicomp 2.2 Competences

Upon completion of this module, the learners acquire several skills related with the **Digicomp 2.0 Competences**, along the training in the application of "Same-day or faster delivery". The main related **Dimensions of Digicomp 2.0 Competences**, among others, will be;

- Competence 2.1 INTERACTING THROUGH DIGITAL TECHNOLOGIES;
 - identify appropriate simple communication means for a given context.
 - adapt a variety of digital technologies for the most appropriate interaction, and adapt the most appropriate communication means for a given context.
- Competence 2.2 SHARING THROUGH DIGITAL TECHNOLOGIES
 - select well-defined and routine appropriate digital technologies to share data, information and digital content

1.4 Training Topics

- Introduction; The introduction focuses on the changing industries and among them – logistics. It elaborates on AI techniques that will be rooted in supply chain technology solutions, so that they can answer to the changing demands of our society.
- The logistics industry; Unit 1 focuses on the ever-developing logistics industry – its growth before and after the COVID-19 pandemic.
- Market Trends: We are introduced to topics such as: E-Commerce, Inventory management, Through all channels and Distribution software.
- What are the challenges for organizations?: This part of the module focuses on material shortage, implementation issues, shrinking inventory, lack of proactive management, performance issues, maintaining quality and sustainability, increase in freight rates, post congestion, complications in demand forecasting.
- Logistics applications; We elaborate on Sales Order Management, CRM, Procurement Management, Warehouse Management and Production/Manufacturing Management.
- Fulfilment centres; Unit 2 introduces us to the visible growth when it comes to fulfilment services – warehousing, packaging, shipping, return management, and rush order deliveries.
- The fulfilment centre – what is it?; What is the difference with a distribution centre? Aren't fulfilment centres warehouses? The technologies behind the process. These are all elaborated here.
- How does a fulfilment centre work?; An explanation and a provided figure that explains the flow of goods through the fulfilment centres is provided, so that orders can run smoothly.
- Application for customers; Topics such as Automation, Augmented Reality, AI, Robots and the Example of Amazon are explained.
- Conclusion: More and more automated and intelligent systems in transport; We conclude the module with an in-depth explanation about how robots can transform warehouses, final delivery to end customers, more cloud solutions, AI and machine learning, how blockchain can address key issues in logistics, an elaboration on what is blockchain and its place in logistics and we finalize with long-term sustainability.

1.5 Structure and estimated duration

- Training Activity 2.1: Same-day or faster delivery.
 - Theoretical Session 2.1.1. Introduction to same-day or faster delivery. Duration: 60 minutes.
- Training Activity 2.2: The logistics industry.
 - Theoretical Session 2.2.1. Introduction to the logistics industry. Duration: 80 minutes.
 - Practical assignments 2.2.2. Duration: 60 minutes

- Training Activity 2.3: Fulfilment centres.
 - Theoretical Session activity 2.3.1.: Introduction to fulfilment centres. Duration: 80 minutes.
 - Practical assignments 2.3.2. Duration: 60 minutes.
- Experiential Training Activity 2.4: Implementation of same-day or faster delivery. Duration: 80 minutes.

2. Training Activity 6.1 – Same-day or faster delivery

2.1 Theoretical Session 6.1.1

Step and duration	Content
6.1.1.1. Introduction 20 minutes	<p>The trainer will provide an overview of the module, highlighting the importance of same-day or faster delivery in meeting customer demands and gaining a competitive edge in the market.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
6.1.1.2. Future of logistics 20 minutes	<p>The trainer will provide insights into the latest trends, technologies, and innovations that are shaping the future of the logistics industry. They will present an overview of the current landscape and discuss the potential impact of emerging technologies, changing customer expectations, and global economic trends on the future of logistics.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
6.1.1.3. Conclusions 20 minutes	<p>The trainer will initiate the module by encouraging learners to provide feedback of same-day or faster delivery strategies and any experience they've had.</p> <p>Learners will be prompted with guiding questions such as identifying opportunities for same-day or faster delivery, understanding customer expectations, and exploring ways to increase competitiveness through efficient delivery methods.</p> <p>The trainer will gather the primary viewpoints shared by learners and revisit them towards the conclusion of the module.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform

3. Training Activity 6.2 – The logistics industry

3.1 Theoretical Session 6.2.1

Step and duration	Content
6.2.1.1. Introduction 10 minutes	<p>The logistics industry provides an overview of the logistics industry, its significance in today's global economy, and its role in enabling same-day or faster delivery. The trainer will present key concepts, trends, and challenges in the logistics industry, setting the foundation for the rest of the module.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide

	<ul style="list-style-type: none"> ● PR1 Videos ● PR2: e-Training Platform
<p>6.2.1.2. Market trends 20 minutes</p>	<p>The trainer will cover topics such as e-commerce, inventory management, and distribution software across various channels, providing learners with insights and strategies for effective logistics operations in the context of same-day and faster delivery.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>6.2.1.3. What are the challenges for organizations? 20 minutes</p>	<p>The trainer will teach about the challenges that organizations face in the context of same-day and faster delivery, including material shortages, implementation issues, shrinking inventory, lack of proactive management, performance issues, maintaining quality and sustainability, increase in freight rates, port congestion, and complications in demand forecasting. Learners will gain insights on how these challenges impact logistics operations and strategies to address them effectively.</p> <p>The trainer will actively engage with the learners throughout the module by encouraging them to share their own experiences and perspectives on the challenges and trends in the logistics industry. It will involve group discussions and interactive activities that promote active participation and knowledge sharing among the learners.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>6.2.1.4. Logistics applications 20 minutes</p>	<p>The trainer will teach about various logistics applications, including sales order management, CRM, procurement management, warehouse management, and production/manufacturing management. These tools can help small businesses streamline their processes, improve customer relationships, optimize inventory, enhance warehouse operations, and boost production efficiency, ultimately leading to increased revenue and business growth.</p> <p>The trainer will create a learner-centric environment that promotes active participation, encouraging questions and feedback that can enhance the overall learning experience and foster a sense of ownership and engagement among the learners.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>6.2.1.6. Conclusion 10 minutes</p>	<p>At the conclusion of Unit 1, the trainer will provide a summary of the content covered during the training session. This will include an overview of the logistics industry – market trends, challenges faced by organizations, and logistics applications.</p>

	Furthermore, the trainer will discuss the continuation of the training, outlining what topics or units will be covered in subsequent sessions to further enhance the learners' understanding and skills in same-day or faster delivery.
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3.2 Practical Session 6.2.2

Step and duration	Content
6.2.2.1. Quiz 20 minutes	<p>Upon completion of the module, the learners will have the opportunity to take a Quiz on the e-Training Platform to assess their comprehension of the main ideas presented. The Quiz will serve as a self-checking tool to determine if the learners have fully understood the content. The trainers will then review the completion of the multiple-choice Quiz and provide individualized support to each learner based on their specific knowledge gaps, addressing any questions or concerns they may have.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 6: e-Training Platform ● Communication tools available in the e-Training Platform
6.2.2.2. Detective Story 20 minutes	<p>After going through the Module, the learners will engage in a Detective Story activity on the e-Training Platform. This activity will prompt them to reflect on how the logistics strategy discussed in the Module can be applied to a generic company, allowing them to gain a deeper understanding of the concepts. The learners will then review their completion of the multiple-choice questions, and the trainers will contact each learner individually to address their specific knowledge gaps and provide support accordingly.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 6: e-Training Platform ● Communication tools available in the e-Training Platform
6.2.2.3. Reality-Check 20 minutes	<p>Upon completing the Module, the learners will participate in a Reality Check activity on the e-Training Platform. This activity will enable them to analyze the feasibility of implementing the logistics strategy discussed in the Module in their own company. The trainer will review the completion of the Reality Check and will reach out to each learner individually to address any knowledge gaps identified. Additionally, the trainer will provide feedback on the results of the Reality Check and offer advice, as well as talk about the relevance of the experiential training activity to be implemented at the conclusion of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 6: e-Training Platform ● Communication tools available in the e-Training Platform

3. Training Activity 6.3 – Fulfilment centres

3.3 Theoretical Session 6.3.1

Step and duration	Content
<p>6.3.1.1. Introduction 10 minutes</p>	<p>Unit 2 of the training will delve into the topic of fulfilment centers in the global e-commerce industry. The trainer will provide an overview of key aspects such as understanding what a fulfilment center is, how it operates, and its application for customers. This unit will provide learners with insights into the critical role of fulfilment centers in modern e-commerce operations.</p> <p>Examples such as Amazon's use of robotics will be used to illustrate the impact of automation on productivity and delivery times in fulfilment operations.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>6.3.1.2. The fulfilment centre - what is it? 20 minutes</p>	<p>The trainer will cover the concept of fulfilment centers, including their definition, differences from traditional warehouses, and the technologies used in the process, such as order processing speed, integration with courier systems, automatic printing of labels and invoices, customer notification, supplier alerts, and returns processing.</p> <p>The trainer will also encourage questions and feedback from the learners to address any doubts or concerns they may have.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>6.3.1.3. How does a fulfilment centre work? 20 minutes</p>	<p>The trainer will present the topic of "How does a fulfilment center work?" by providing a comprehensive overview of the different components involved.</p> <p>A possible question that the trainer could ask the learners during the lesson is "What are the key components of a fulfilment center, and how do they work together to process and fulfil orders?"</p> <p>The trainer will gather the primary viewpoints shared by learners and revisit them towards the conclusion of the module.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>6.3.1.4. Application for customers 20 minutes</p>	<p>The teacher will be teaching about the modern technological requirements in fulfilment centers, including applications for customers, automation, augmented reality, artificial intelligence (AI), and the use of robots, with engagement strategies such as group discussions on the potential benefits and challenges of these technologies in fulfilment operations, case studies on successful implementation of AI and robotic systems in real-world fulfilment centers.</p>

	Resources: <ul style="list-style-type: none"> ● PR2: e-Training Platform
6.1.2.10. Conclusion 10 minutes	<p>At the conclusion of Unit 2, the trainer will provide a summary of the content covered during the training session. The trainer will highlight the significance of modern technological requirements in fulfilment centers. The trainer may also encourage learners to reflect on the potential implications and opportunities of these technologies in the context of their own organizations or industries.</p> <p>Furthermore, the trainer will discuss the continuation of the training, outlining what topics or units will be covered in subsequent sessions to further enhance the learners' understanding and skills in same-day or faster delivery.</p>

3.4 Practical Session 6.3.2

Step and duration	Content
6.3.2.1. Quiz 20 minutes	<p>Upon completion of the module, the learners will have the opportunity to take a Quiz on the e-Training Platform to assess their comprehension of the main ideas presented. The Quiz will serve as a self-checking tool to determine if the learners have fully understood the content. The trainers will then review the completion of the multiple-choice Quiz and provide individualized support to each learner based on their specific knowledge gaps, addressing any questions or concerns they may have.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 6: e-Training Platform ● Communication tools available in the e-Training Platform
6.3.2.2. Detective Story 20 minutes	<p>After going through the Module, the learners will engage in a Detective Story activity on the e-Training Platform. This activity will prompt them to reflect on how the strategy discussed in the Module can be applied to a generic company, allowing them to gain a deeper understanding of the concepts. The learners will then review their completion of the multiple-choice questions, and the trainers will contact each learner individually to address their specific knowledge gaps and provide support accordingly.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 6: e-Training Platform ● Communication tools available in the e-Training Platform
6.3.2.3. Reality-Check 20 minutes	<p>Upon completing the Module, the learners will participate in a Reality Check activity on the e-Training Platform. This activity will enable them to analyze the feasibility of implementing the strategy discussed in the Module in their own company. The trainer will review the completion of the Reality Check and will reach out to each learner individually to address any knowledge gaps identified. Additionally, the trainer will provide feedback on the results of the Reality Check and offer advice, as well as talk about the relevance of the experiential training activity to be implemented at the conclusion of the Training Activity.</p>

	<p>Resources:</p> <ul style="list-style-type: none">● Reality-Check Module 6: e-Training Platform● Communication tools available in the e-Training Platform
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4. Experiential Training Activity 6.4 – Implementation of same-day or faster delivery

4.1 Experiential Training Session 6.4

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts of implementing same-day or faster delivery in the company.
2. Identification of the appropriate strategies and tactics in the context of same-day or faster delivery.
3. Same-day or faster delivery with a short, medium and long-term vision.
4. Step by step proposed implementation of same-day or faster delivery.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

MODULE 6	Name of the module: Same-day or faster delivery
<p>Introduction</p>	<p>This evaluation will assess your knowledge about Same-day or faster delivery.</p>
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<ol style="list-style-type: none"> Even though expectations for fast delivery are rising, logistics companies are struggling to handle the increased volumes of deliveries because of: <ul style="list-style-type: none"> Labour shortages Lack of technological solutions Both <p><i>Feedback: The logistics companies are struggling to handle the increased volumes of goods passing through their facilities in a timely manner because of labour shortages, congested ports and other problems. This reinforces the need for technological solutions in the field of logistics.</i></p> The continuous expand of the E-Commerce sector creates more opportunities and <ul style="list-style-type: none"> A strong new tendency in the inventory management An increasing number of working places The growing number of humanoid robots used in E-Commerce <p><i>Feedback: The inventory management is of utmost importance for companies' inventory processes. Distributors are trying to better meet customers' growing expectations for fast and accurate delivery, which leads to innovations in the supply chain, powerful demand forecasting and planning in order to reduce time delays.</i></p> Which is the best channel for online shopping? <ul style="list-style-type: none"> The traditional omnichannel retailing 'Book online, collect in store' (ROPIS), 'Buy online, collect in store' (BOPIS) and 'Buy online, return in store' (BORIS) A combination of both <p><i>Feedback: While the trends show that channels like (ROPIS), (BOPIS) and (BORIS) will continue to grow in importance, a combination of an effective multi-channel strategy, which includes them and a physical retail store is best. According to a JD Power research, brick-and-mortar stores still account for 63% of all sales made.</i></p> Which are some of the challenges organizations experience when it comes to same-day deliveries? <ul style="list-style-type: none"> Material shortage and implementation issues

- Lack of proactive management and maintaining quality and sustainability
- **All of the above mentioned**

Feedback: Insufficient raw materials have been a problem since the beginning of the pandemic due to a sharp increase in consumer demand. The need for proactive management is growing as a more proactive approach to solving disruptions and other obstacles is needed. And the globalization of supply chains brings concerns about the quality and sustainability of products made in other countries. This is especially true when the components of a product must meet regulatory standards.

5. How small business can benefit from a distribution software?

- It will improve their capabilities and lower production and distribution cost
- **It will help their customers to receive orders on time and track shipments**
- It will allow them to successfully compete with their biggest competitors

Feedback: Small business distribution software can help customers receive orders on time, track shipments, and communicate with customers. Many solutions allow them to customize their program to meet their specific business needs.

6. Is CRM (Customer relationship management) applicable for small business owners?

- **Yes**
- No
- Depends on the type of business

Feedback: Customer relationship management is a key aspect of running a successful company. The CRM features include more relevant ad targeting, contact management, and a database of customer records. By having all of this information at their fingertips, small businesses can make the buying process easier for their customers, thereby further incentivizing them to continue with their business.

7. Modern delivery systems are focused on...?

- Stocking products on the shelves "just in case"
- Customer needs and their actual purchases
- **Both**

Feedback: Modern delivery systems are focused on customer needs and their actual purchases, not just stocking products on the shelves "just in case." This means distributors can better meet customers' growing expectations for fast and accurate delivery.

8. What is a fulfilment centre?

- **The place where the order made by the customers are fulfilled**
- The online store's physical warehouse where the products are stored
- The distribution centre from where the orders are dispatched

	<p><i>Feedback: The fulfilment centre is a warehouse where the seller or a specially hired company processes and fulfils the orders made by the end customer or the major suppliers through the e-store. Typically, these locations are significantly larger than traditional company warehouses. The main tasks performed by fulfilment centres are the management and storage of production and the processing and dispatch of orders to consumers or sellers.</i></p> <p>9. A strong fulfilment network...?</p> <ul style="list-style-type: none"> ● Delivers speed, flexibility and innovation ● Reduces the delivery time ● Reduces the cost of delivery <p><i>Feedback: Many distributors are building more resilient fulfilment networks because they deliver speed, flexibility and innovation.</i></p> <p>10. What does the concept Last Mile as a Service (LMaaS) stand for?</p> <ul style="list-style-type: none"> ● The final stage of the preparation for shipping ● The final stage of the delivery ● The feedback from the customers after the delivery <p><i>Feedback: In logistics, the term "last mile" covers the final stage of the delivery of goods, ending with their handover to customers.</i></p>
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>Imagine the following hypothetical situation: you have a warehouse and logistics center that serves online stores selling physical products in the local market. One of your customers, who is relatively small in terms of generated turnover, but important to you because he has been working with you since the beginning, has a problem. His shipment that was processed by your center is lost and the end customer is dissatisfied and wants his money back. Your guarantor is frustrated with the situation and is seriously considering replacing your services with those of a competitor.</p> <p>Which of the following solutions would you choose to improve the traceability of your shipments?</p> <p>How will this solution improve the overall quality of the services you offer?</p> <p>Why did you choose this type of technology solution over the others mentioned in the training module?</p> <p><i>Feedback: Investing in cobots would improve accuracy in preparing goods for shipping by avoiding human error in packaging. In addition, this technology would improve the processing time of all orders and thus increase the overall quality of the services</i></p>

	<p><i>offered. In our opinion, investing in a single robot would provide a high ROI in a relatively shorter period of time than other technology solutions.</i></p>
<p>Reality check</p> <p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Is your business ready to apply the material?</p> <p>Question 1:</p> <p><i>Does your business offer same-day or faster delivery services?</i></p> <p>Yes/No</p> <p><i>Context, reasoning for trainers: We include this question, in order to understand if the company provides such kinds of services or it intends to.</i></p> <p>Question 2:</p> <p><i>Can your business support the options of in store and curbside pickup of orders?</i></p> <p>Yes/No</p> <p><i>Context, reasoning for trainers: We include this question, because if the company is not able to support the options of in store and curbside pickup of orders, it would be difficult to implement same-day or faster delivery services.</i></p> <p>Question 3:</p> <p><i>Can you afford to invest in new technology solutions in order to reduce the delivery time, but without inflicting additional costs onto the end customers?</i></p> <p>Yes/No</p> <p><i>Context, reasoning for trainers: We include this question, because if the company can't afford to invest in new technology solutions in order to reduce the delivery time, it would be difficult to implement same-day or faster delivery services.</i></p> <p>Question 4:</p> <p><i>Do you have a good inventory management system?</i></p> <p>Yes/No</p> <p><i>Context, reasoning for trainers: We include this question, because if the company does not have a good inventory management system, it means that it has to invest more in order to implement same-day or faster delivery.</i></p> <p>Question 5:</p> <p><i>Do you sometimes experience difficulties matching the product with the order?</i></p> <p>Yes/No</p> <p><i>Context, reasoning for trainers: We include this question, because if the company experiences difficulties matching the product with the order, it needs to invest in increasing the quality of the inventory management system.</i></p>

Feedback

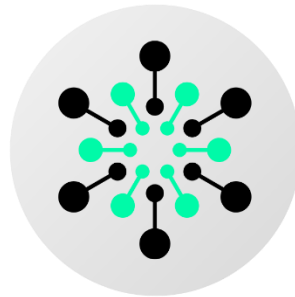
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex vii. Training Activity 7. Chatbots



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 7: Chatbots





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Table of contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 7.1 - Chatbots	6
2.1 Theoretical Session 7.1.1	6
3. Training Activity 7.2 – Customer service	7
3.1 Theoretical Session 7.2.1	7
3.2 Practical Session 7.2.2	8
4. Training Activity 7.3 – Conversion rate	9
4.1 Theoretical Session 7.3.1	9
4.2 Practical Session 7.3.2	10
5. Experiential Training Activity 7.4 – Integration of the Chatbot in my company	11
5.1 Experiential Training Session 7.4	11
6. Annex. Practical Activities	12

1. Scope and learning outcomes

1.1 Short description

Module Chatbots introduces a new way of improving online commercial sales and relationships between sellers and consumers through digital tools. Advancements in natural language processing technologies and the nature of mobile devices and messaging apps have opened up a range of business opportunities that showed us the power of chatbots. Chatbots can be implemented in companies for increasing sales and improving customer relationships and seem to be a gateway to the automation of different processes that were traditionally carried out by human employees or entrepreneurs.

1.2 Objectives

Module Chatbots will give you a thorough overview of what is the purpose of chatbots and what are its advantages. Moreover, it will help you to learn about the ways to use a chatbot in SMEs and to understand how it can bring you greater customer satisfaction and increase sales.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module you should:

- Know what chatbots are;
- Understand how to use chatbots for SMEs.

Competences and Skills

Upon completion of this module you should:

- Be able to choose the right type of chatbot for your company
- Be able to increase a conversion rate through the use of chatbots
- Be able to improve customer service with the use of chatbots

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences** along the training in the application of “Chatbots”. The main related **Dimensions of Digicomp 2.2 Competences** addressed, among others, will be;

Competence 1: INFORMATION AND DATA LITERACY

- **Managing data, information and digital content:** To organise, store and retrieve data, information, and content in digital environments. To organise and process them in a structured environment

Competence 2: COMMUNICATION AND COLLABORATION

- **Interacting through digital technologies:** To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.
- **Netiquette:** To be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.

Competence 5: PROBLEM SOLVING

- **Creatively using digital technologies:** To use digital tools and technologies to create knowledge and to innovate processes and products. To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments.

1.4 Training Topics

- Introduction, where the concept behind using chatbots in a retail SME company is presented and the main actions a chatbot can take.
- Customer service, where it is presented how chatbots can provide an efficient and cost-effective way for SMEs to provide customer service without having to hire additional staff. Description of tasks that they can be used for, including answering questions, providing product information, and guiding customers. Case study of ThreadBeast company presented. Benefits of the customer service chatbots, tips on how to have a successful chatbot, tutorial on how to integrate the right customer service chatbot and assembly presented.
- Conversion rate, where it is presented how to increase the conversion rate with integration of a chatbot. The concept behind the conversion rate is presented with the case study of Automotive Dynamics. Benefits of a higher conversion rate, tips about rising conversion rate with a chatbot, tutorial on how to create a chatbot that provides higher conversion rates and assembly presented.

1.5 Structure and estimated duration

- **Training Activity 7.1:** Chatbots.
 - Theoretical Session 7.1.1. Introduction to Chatbots. Duration: 60 minutes
- **Training Activity 7.2:** Customer service. Duration: 180 minutes
 - Theoretical Session 7.2.1. Introduction to customer service – the case study of THREADBEAST. Duration: 120 minutes
 - Practical assignments 7.2.2. Duration: 60 minutes
- **Training Activity 7.3:** Conversion rate: 180 minutes
 - Theoretical Session activity 7.3.1.: Introduction to conversion rate – the case study of Automotive Dynamics. Duration: 85 minutes
 - Practical assignments 7.3.2. Duration: 30 minutes
- **Experiential Training Activity 7.4:** Implementation of Chatbots. Duration: 120 minutes

2. Training Activity 7.1 - Chatbots

2.1 Theoretical Session 7.1.1

Step and duration	Content
<p>7.1.1.1. Introduction 20 minutes</p>	<p>The trainer will introduce to the learners the concept behind the Chatbots in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Video ● PR2 e-Training Platform
<p>7.1.1.2. Main actions that chatbot can take 20 minutes</p>	<p>The trainer will introduce to the learners the main actions that chatbot can take.</p> <p>The expectation from customers and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Video ● PR2 e-Training Platform
<p>7.1.1.3. Conclusions 20 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the chatbots to their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know chatbots that might help yours company? Do you have a chatbot on your company’s website or social media? ● What is your main target persona? What are their expectations? ● How could you increase the competitiveness of your company through the implementation of the chatbots? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● N.A.

3. Training Activity 7.2 – Customer service

3.1 Theoretical Session 7.2.1

Step and duration	Content
<p>7.2.1.1. Introduction 15 minutes</p>	<p>The trainer will introduce to the learners the concept behind customer service in SMEs retail companies.</p> <p>The concept of Customer service will be introduced through case study of THREADBEAST.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Video ● PR2 e-Training Platform
<p>7.2.1.2. Benefits 30 minutes</p>	<p>The trainer will introduce to the learners the benefits of implementing a customer service chatbot.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2 e-Training Platform
<p>7.2.1.3. Tutorial 30 minutes</p>	<p>The trainer will present step by step tutorial how to introduce a customer service chatbot in the SMEs.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know how chatbots might help your customers? ● What is your main target persona? What are their expectations? ● How could your customer service chatbot look like? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2 e-Training Platform
<p>7.2.1.4. Tips 30 minutes</p>	<p>The trainer will explain the main tips for the company to be followed if they want to have a successful customer service chatbot.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2 e-Training Platform
<p>7.2.1.5. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the application of the steps to build an effective customer service chatbot.</p> <p>The trainer will ask the learners to evaluate the applicability of the tutorial proposed in the learning material.</p> <p>The trainer will ask the learners to share their conclusion and the discussion will follow.</p>

<p>7.2.1.6. Closure 15 minutes</p>	<p>The trainer will summarize the content of the training session and build a conclusion and explain the continuation of the training.</p>
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3.2 Practical Session 7.2.2

Step and duration	Content
<p>7.2.2.1. Quiz 20 minutes</p>	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 7: e-Training Platform ● Communication tools available in the e-Training Platform
<p>7.2.2.2. Detective Story 20 minutes</p>	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 7: e-Training Platform ● Communication tools available in the e-Training Platform
<p>7.2.2.3. Reality-Check 20 minutes</p>	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the brand ambassadors for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 7: e-Training Platform ● Communication tools available in the e-Training Platform

4. Training Activity 7.3 – Conversion rate

4.1 Theoretical Session 7.3.1

Step and duration	Content
<p>7.3.1.1. Introduction 15 minutes</p>	<p>The trainer will introduce to the learners the concept behind the conversion rate with the case study of AUTOMOTIVE DYNAMICS.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: page 28, https://retrail.eu/wp-content/uploads/2023/11/RetRail-Guide-English.pdf ● PR1 Video: https://www.youtube.com/watch?v=NTomBqIMySo&list=PL1N_BKzdVWnshLptOAjSSZ65CgOb_5RAc&index=4 ● PR2: page 14, https://retrail-training.eu/mod/resource/view.php?id=33
<p>7.3.1.2. Benefits 30 minutes</p>	<p>The trainer will introduce to the learners the benefits of using chatbots for increasing the conversion rate.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 14-18, https://retrail-training.eu/mod/resource/view.php?id=33 ● Extra material: PR2: page 18, https://retrail-training.eu/mod/resource/view.php?id=33
<p>7.3.1.3. Tutorial 30 minutes</p>	<p>The trainer will present step by step tutorial on how to increase the conversion rate with the introduction of a chatbot in the SMEs.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Why do you think that the conversion rate is necessary for companies? ● How could you increase the conversion rate of your company through the implementation of the chatbots? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 18-21, https://retrail-training.eu/mod/resource/view.php?id=33 ● Extra material: PR2: page 21, https://retrail-training.eu/mod/resource/view.php?id=33
<p>7.3.1.4. Tips 30 minutes</p>	<p>The teacher will explain the main tips which could be followed by the SMEs in order to ensure the successful increase of the conversion rate with the chatbot.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 21-23, https://retrail-training.eu/mod/resource/view.php?id=33

<p>7.3.1.5. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of using chatbots for increasing the conversion rate.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>7.1.2.6. Closure 15 minutes</p>	<p>The teacher will make a conclusion summarising all the topics of the training activity and explain the following training steps.</p>

4.2 Practical Session 7.3.2

Step and duration	Content
<p>7.3.2.1. Quiz 10 minutes</p>	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 7: e-Training Platform ● Communication tools available in the e-Training Platform
<p>7.3.2.2. Detective Story 10 minutes</p>	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 7: e-Training Platform ● Communication tools available in the e-Training Platform
<p>7.3.2.3. Reality-Check 10 minutes</p>	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the content strategy for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 7: e-Training Platform ● Communication tools available in the e-Training Platform

5. Experiential Training Activity 7.4 – Integration of the Chatbot in my company

5.1 Experiential Training Session 7.4

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the integration of the Chabots in the company.
2. Identification of the appropriate chatbot for the company.
3. Use of chatbots with a short, medium and long-term vision.
4. Step by step proposed implementation of the chatbot.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

6. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>5 multiple choice questions for CUSTOMER SERVICE</p> <p>1. What is the advantage of using hybrid chatbots for SMEs in comparison to classic chatbots?</p> <p>a. The “human touch”</p> <p>b. Ability to solve complex issues</p> <p>c. All of the above</p> <p><i>Feedback:</i></p> <p><i>The classic chatbots are usually missing the “human touch” given that their responses are automatic. They are usually also not able to answer to complex questions and that’s when they should refer a customer to a live agent.</i></p> <p>2. Why is defining the target group important when choosing between the chatbot, hybrid chatbot and live chat for your business?</p> <p>a. Because there is a difference in preferred ways of communication between older and younger generations</p> <p>b. Because you should always choose the live chat for Millenials and Generation Z.</p> <p>c. Because men prefer using hybrid chatbots than women</p> <p><i>Feedback:</i></p> <p><i>Millennials and generation Z are for example more comfortable with the chatbot usage than older generations. If your customers are for mainly Baby Boom generation or Generation X, there’s a bigger possibility that they would prefer talking with the live agent.</i></p> <p>3. What should you consider when choosing the customer service chatbot provider?</p> <p>a. That it offers free additional services and discounts</p> <p>b. That it offers advanced natural language processing (NLP)</p> <p>c. That is has a good looking website</p> <p><i>Feedback:</i></p> <p><i>NLP is an applied artificial intelligence (AI) program that helps your chatbot analyze and understand the natural human language and makes the chatbot more personalised and easier to understand.</i></p>

4. What is one of the ways to measure and optimise your chatbot performance?

- a. Sending an automatic customer satisfaction survey
- b. Asking a friend or a family member for their opinion
- c. There is no need for measuring and optimising the chatbot

Feedback:

No one will rate the effectiveness of your chatbot efforts better than your visitors and customers. You can ask the users whether they are satisfied with the chatbot interaction. Based on the results, you can see what works and where the areas for improvement are.

5. What is one example of how to use prompts in customer service chatbots?

- a. Create a prompt with a FAQ in PDF
- b. Create a clickable menu or provide suggested answers**
- c. Create long and complicated answers for customers

Feedback:

If your bot frequently asks open-ended questions (e.g. “What would you like to do?”) it can turn the conversation into a guessing game. The user will try to think of what the bot can do, the bot will “try” to guess what the user meant. Using prompts can help you proactively show the capabilities of your bot and also save customers’ time, as they don’t need to type an answer.

5 multiple choice questions for CONVERSION RATE

1. Which features of the chatbot help in increasing the conversion rate?

- a. Ease of use and fast.**
- b. Lack of transparency.
- c. Chatbot security.

Feedback:

A chatbot must not only be easy to use but also intuitive. It's best if the chatbot is designed in a simple way. Fast service means higher conversions because it saves the user time and speeds up the purchasing decision or process.

2. What is an example of chatbots in remarketing campaigns?

- a. Sending e-mails to the customer base.
- b. Popping up on a social network and showing similar items that others have purchased.**
- c. Showing adds on company' website.

Feedback:

	<p><i>A good example of this is eBay’s Facebook Messenger Shopbot, which helps people find what they are looking for, remembers what the user purchased, and learns from past conversations.</i></p> <p>3. How can chatbot assist in the sales process?</p> <ol style="list-style-type: none"> It can provide relevant information important for lead generation based on the received answers to the questions asked. It can help customers make a purchase using low emotional intelligence. It can help to speed up the sales process with using limited responses. <p><i>Feedback:</i></p> <p><i>Any sales process requires information. Chatbots can assist in the sales process and make it faster. They can ask questions, wait for the customer's response and then provide information, relevant for the customer. This speeds up the time it takes to complete a sale, which also increases the conversion rate.</i></p> <p>4. What is a conversion funnel?</p> <ol style="list-style-type: none"> A common way to visualize customer’s needs. An e-commerce term that describes the different stages in a buyer's journey leading up to a purchase. A term that helps you to understand sales objectives of the specific company. <p><i>Feedback:</i></p> <p><i>Naturally, these leads are generated through a variety of paid and organic, natural marketing strategies. However, the number of page visitors is very likely to be significantly higher as leads tend to drop off at various stages of the path, with only a few reaching the final destination.</i></p> <p>5. What is the first step when trying to build chatbots for optimising conversion rates?</p> <ol style="list-style-type: none"> Create conversations that convert. Optimize your performance and processes. Define the business case and your targets. <p><i>Feedback:</i></p> <p><i>In the first step it is important to ask yourself what do you want to achieve and who do you want to reach with chatbots.</i></p>
DETECTIVE STORY	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p>

Investigate a best practice or imagine a situation where they could use what they learned about the topic.

Ask a guiding question (or more) that can help the student answer the question

(Your answer will be only shown to your instructor in charge)

The story:

You are an SME online retailer of smartphones where the customers are mostly the younger generation. Most have sufficient knowledge of technology, but have many questions when purchasing more expensive products. Since you have a small number of advisers, there is coming to dissatisfaction of costumers when wanting to establish communication with you in the event of purchase problems or ambiguities. You've found that this is causing a drop in online sales because the difference between the number of people visiting your website and the number of customers who decide to buy from your website is increasing. You need to make a quick decision to get your business back on its feet. Describe how you would improve customer service and at the same time increase sales in your company.

Guiding question:

Do you think that integration of the chatbot is the right solution for this problem? Why? If yes, what type of chatbot would you integrate into the website? What are the main steps that you need to complete in order to have a chatbot that customers will like to use? If you would design this chatbot, what kind of features would you give it (communication style, functions, appearance)?

Feedback:

The use of a chatbot would be very useful for solving the problem with bad customer service or low conversion rates, mainly because the target group of the retail store is the younger generation who are mostly skilled in using technological services. Considering that the store is a smaller company, it would make more sense to use a hybrid chatbot, in order to also take care of the personal experience of the customer (when interacting with a live agent) or for that part of the customers who have more specific questions and need in-depth consultation, since the mentioned target group does not have many financial resources and therefore does not want to take risks (some of them probably do not yet have a regular job yet or are still students). The main steps you need to go through to ensure that the chatbot is suitable for the end users are identifying your target group, defining its purpose, choosing the right chatbot provider, specifying the placement of the chatbot on the website, testing, optimising.

Regarding the design of the chatbot for the mentioned company, products and target group, it's important that it uses natural language, you could also include emojis (given that smartphone owners and younger people like to use them) or a few slang words, which are currently popular. As for the appearance, the chatbot could be designed in a modern, eye-catching and visually attractive way, as it will quickly catch the eye of potential customers. Some of the features it could include are help finding information on the website, answers to frequently asked questions, information about phone prices, information about phone features, comparison of phones, information about the offer of subscription packages, information about payment (instalments, one-time payment, etc.).

REALITY CHECK

Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.

Question1:

Is your company an online retailer?

Context, reasoning for trainers; We include this question because you are not able to integrate a chatbot without having an online website.

Yes/No

Question2:

Does your company have the financial resources to integrate the chatbot company's webpage?

Context, reasoning for trainers; We include this question because if the company doesn't have enough financial resources, they might not be able to integrate a chatbot that is effective and suitable for the company.

Yes/No

Question3:

Does your company have problems with providing good customer service or low conversion rates?

Context, reasoning for trainers; We include this question because if a company is struggling with providing good customer service or they have a low conversion rate, the integration of a chatbot is even more advisable for them.

Yes/No

Question4:

Does your company have technicians employed who know how to integrate a chatbot into a website?

Context, reasoning for trainers; We include this question because if a company is struggling with providing good customer service or they have a low conversion rate, the integration of a chatbot is even more advisable for them.

Yes/No

Question5:

Does your company know why using a chatbot would be beneficial for them?

Yes/No

Context, reasoning for trainers; We include this question because if a company is struggling with providing good customer service or they have a low conversion rate, the integration of a chatbot is even more advisable for them.

Yes/No

Feedback

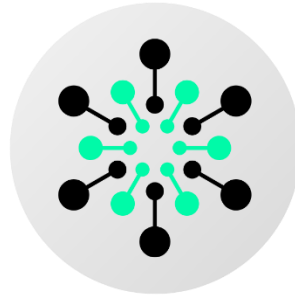
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex viii. Training Activity 8. Data science-based personal interaction



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 8: Data Science based interactions





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Table of contents

1. Scope and learning outcomes	1
1.1 Short description	1
1.2 Objectives	1
1.3 Expected learning outcomes	1
1.4 Training Topics	1
1.5 Structure and estimated duration	2
2. Training Activity 8.1 - Data science based interactions	3
2.1 Theoretical Session 8.1.1	3
3. Training Activity 8.2 – In- store product placement	4
3.1 Theoretical Session 8.2.1	4
3.2 Practical Session 8.2.2	5
4. Training Activity 8.3 – Immediate quality feedback	6
4.1 Theoretical Session 8.3.1	6
4.2 Practical Session 8.3.2	7
5. Experiential Training Activity 8.4 – Integration of data science in my company	8
4.3 Experiential Training Session 8.4	8
6. Annex. Practical Activities	9

1. Scope and learning outcomes

1.1 Short description

Module 8 introduces the learner to the Data science based personal interactions in retail and explains how retailers can put it to use for better and more tailor made shopping experiences. As data science seems to take over all kinds of markets, retailers are turning to emerging technologies like AI and Data science based strategies to enrich the relationships between consumers and brands. In this module the learner is taught how to create immersive shopping experiences that drive engagement, increase customer education, and further curiosity among shoppers.

1.2 Objectives

Module Chatbots will give you a thorough overview of what is the purpose of data science and what are its advantages in the retail sector. Moreover, it will help you to learn about the ways to use different tools in your SMEs and to understand how it can bring you greater customer satisfaction and increase sales and optimize your processes.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module you should:

- Know why data science can be useful for retailers;
- Understand how to use different tools based on data science.

Competences and Skills

Upon completion of this module you should:

- Be able to understand the importance of data that comes from your customer
- Be able to increase a sales and brand recognition with the help of data science
- Be able to improve customer service with processing data that comes straight away from your customers

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.0 Competences**, along the training in the application of “Influencer marketing”. The main related **Dimensions of Digicomp 2.0 Competences** addressed, among others, will be;

- 1.2. Evaluating data, information and digital content
- 1.3. Managing data, information and digital content
- 2.1. Interacting through digital technologies

1.4 Training Topics

Introducing the thematic

In-store product placement

With only one third of in-store purchases being pre-planned, product placement is crucial in enticing shoppers to buy. But SMEs need the right data in order to determine a product’s optimum positioning.

Product placement isn't just guesswork; using scientific evidence, retail stores can see where shoppers look and even which patterns their gazes follow, in order to find the optimum position for products and so drive sales. Based on this, retailers can come up with a **planogram**, which is defined as a "model or diagram that indicates the placement of retail products on shelves to maximize their sales.

Immediate quality feedback

Customer feedback is data clients provide about whether they are satisfied or dissatisfied with a product or service and about their general experience with a company. Customer opinion is a resource for improving customer experience and adjusting your actions to their needs. This information can be collected with surveys (prompted feedback). Still, you can also find opinions and reviews your clients post online (unprompted feedback) and collect them using Internet monitoring tools. Both sources are essential to get a complete picture of how your clients perceive your brand.

1.5 Structure and estimated duration

- **Training Activity 8.1:** Data science-based interactions. Duration: 60 minutes
 - Theoretical Session 8.1.1. Introduction to Data Science. Duration: 60 minutes
- **Training Activity 8.2: In-store product placement.** Duration: 210 minutes
 - Theoretical Session 8.2.1. Introduction to planogram – how to utilise planogram in order to optimise your store . Duration: 150 minutes
 - Practical assignments 8.2.2. Duration: 60 minutes
- **Training Activity 8.3: Immediate quality feedback:** 210 minutes
 - Theoretical Session activity 8.3.1.: Introduction to immediate quality feedback method – the case study of JYSK. Duration: 150 minutes
 - Practical assignments 8.3.2. Duration: 60 minutes
- **Experiential Training Activity 8.4:** Implementation of Data Science in your business. Duration: 30 minutes

2. Training Activity 8.1 - Data science based interactions

2.1 Theoretical Session 8.1.1

Step and duration	Content
<p>8.1.1.1. Introduction 20 minutes</p>	<p>The trainer will introduce to the learners the concept behind Data Science based interactions in general and in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>8.1.1.2. Main advantages of using data science in retail 20 minutes</p>	<p>The trainer will introduce to the learners the main actions that learners can take using data science.</p> <p>The expectation from customers and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>8.1.1.3. Conclusions 20 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of data science at their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know how data science can help your company? Do you use any data gathered from your company's website or social media or directly from your customers? ● What is your main target persona? What are their expectations? ● How could you increase the competitiveness of your company through the implementation of data science? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>

3. Training Activity 8.2 – In- store product placement

3.1 Theoretical Session 8.2.1

Step and duration	Content
<p>8.2.1.1. Introduction 15 minutes</p>	<p>The trainer will introduce to the learners the concept behind in-store product placement in SMEs retail companies.</p> <p>The concept of product placement will be introduced through case study of planogram.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: Platform
<p>8.2.1.2. Benefits 30 minutes</p>	<p>The trainer will introduce to the learners the benefits of implementing planogram while planning product placements in their stores.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
<p>8.2.1.3. Tutorial 30 minutes</p>	<p>The trainer will present step by step tutorial how to use planogram and how to maximize customer experience in store.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you know how ideal product placement might help your customers? ● What is your main target persona? What are their expectations? ● How would your ideal store look like? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
<p>8.2.1.4. Tips 30 minutes</p>	<p>The trainer will explain the main tips for the company to be followed if they want to have a successful product placement in their store.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
<p>8.2.1.5. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the application of planogram, do they find it useful and applicable.</p> <p>The trainer will ask the learners to share their conclusion and the discussion will follow.</p> <p>Addressing Digicomp competences: 1.1. Browsing, searching and filtering data, information and digital content</p>

8.2.1.6. Closure 15 minutes	The trainer will summarise the content of the training session and build a conclusion and explain the continuation of the training.
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3.2 Practical Session 8.2.2

Step and duration	Content
8.2.2.1. Quiz 20 minutes	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 8: e-Training Platform ● Communication tools available in the e-Training Platform
8.2.2.2. Detective Story 20 minutes	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module 8 can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 8: e-Training Platform ● Communication tools available in the e-Training Platform
8.2.2.3. Reality-Check 20 minutes	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module 8 is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on data science for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 8: e-Training Platform ● Communication tools available in the e-Training Platform

4. Training Activity 8.3 – Immediate quality feedback

4.1 Theoretical Session 8.3.1

Step and duration	Content
8.3.1.1. Introduction 15minutes	<p>The trainer will introduce to the learners the concept behind the immediate quality feedback with the case study of JYSK.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide P28 ● PR1 Videos ● PR2: Platform
8.3.1.2. Benefits 30 minutes	<p>The trainer will introduce to the learners the benefits of using immediate quality feedback tools to improve customer relations and services. Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
8.3.1.3. Tutorial 30 minutes	<p>The trainer will present a step by step tutorial on how to gather and process feedback data from customers in SMEs.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Why do you think that feedback is necessary for companies? ● How could you improve your services of your company through the implementation of a feedback system? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
8.3.1.4. Tips 30 minutes	<p>The teacher will explain the main tips which could be followed by the SMEs in order to ensure the successful choice and implementation of a feedback system</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: Platform ● Extra material
8.3.1.5. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the applicability of quality feedback for improving customer relations and their services.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>With this practice, we address digicomp competences: 1.3. Managing data, information and digital content</p>
8.1.2.6. Closure 15 minutes	<p>The teacher will make a conclusion summarising all the topics of the training activity and explain the following training steps.</p>

4.2 Practical Session 8.3.2

Step and duration	Content
<p>8.3.2.1. Quiz 20 minutes</p>	<p>The learners will complete a Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 8: e-Training Platform ● Communication tools available in the e-Training Platform
<p>8.3.2.2. Detective Story 20 minutes</p>	<p>The learners will complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 8: e-Training Platform ● Communication tools available in the e-Training Platform
<p>8.3.2.3. Reality-Check 20 minutes</p>	<p>The learners will complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module 8 is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the content strategy for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 8: e-Training Platform ● Communication tools available in the e-Training Platform

5. Experiential Training Activity 8.4 – Integration of data science in my company

4.3 Experiential Training Session 8.4

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforced their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the implementing data science in the company.
2. Identification of the appropriate data science methods for the company.
3. Use of planogram and quality feedback system with a short, medium and long-term vision.
4. Step by step proposed implementation of the data science based interactions (planogram and/or immediate quality feedback)
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

6. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>Question 1: How important is data science in the new digital era?</p> <p>A, It has a low importance, data doesn't influence the business sector in general</p> <p>B, It has some effect on business decisions and can be a bit of help when planning a strategy</p> <p>C, Due to the new digital era, nowadays data proves to be a powerful lifting up of any industry and has a strong trend setting feature as well</p> <p><i>Feedback: Data has become of great importance for those willing to take profitable decisions during the business. Data needs to be very beneficial for every company's decision-maker, a thorough analysis of a vast amount of data allows influencing or rather manipulating the customers' decisions.</i></p> <p>Question 2: What is a planogram?</p> <p>A, It is a set of question that you ask from your customers before introducing a new product</p> <p>B, A type of social media platform used by businesses</p> <p>C, model or diagram that indicates the placement of retail products on shelves to maximize their sales</p> <p><i>Feedback: Every SMEs that has a physical store can benefit from this tool. By designing a shop and product placement plan (planogram) with a simple software that is available they can optimize their product placements based on scientific research and they can predict their customer behaviors.</i></p> <p>Question 3: What are the biggest advantages of the planogram?</p> <p>A, Better balance between consumer demand and shelf inventory (<i>lower costs</i>)</p> <p>B, A shelf layout that stimulates purchasing behavior (<i>more revenue</i>):</p> <p>C, Both</p> <p><i>Feedback: Planogram has several advantages that helps you increase your profit and attract your customers.</i></p> <p>Question 4: How do you create your planogram?</p> <p>A, You can use softwares that can be downloaded from the Internet.</p> <p>B, You can copy other shops' planogram from the internet</p> <p>C, You must hire a professional to do that</p> <p><i>Feedback: you can find many planogram software options on the market. DotActiv offers free planogram software for retailers just getting started (the</i></p>

Free plan is limited to 40 products). You can also invest in paid planogram software with more features.

Question 5: How does data science improve personal interactions in an online store?

A, Data science apps can manage promotions and discounts actually in real-time

B, Data science can analyze the online cart for every single customer and display recommendations based on that exact customer's preferences

C, Both

Feedback: Moreover, data science can scan the whole social media network in order to forecast what products will be in-demand in the near future and promote exactly the same products to the market.

Question 6: Does customers' feedback provide you data?

A, No, there is no use in collecting them

B, Yes, customer feedback is data clients provide about whether they are satisfied or dissatisfied with a product or service and about their general experience with a company

C, In some cases yes, but it is expensive and complicated to organize the collection of the feedback.

Feedback: Customer opinion is a resource for improving customer experience and adjusting your actions to their needs. This information can be collected with surveys (prompted feedback).

Question 7: What are the benefits of the customers's feedback?

A, Customer feedback helps you create the best customer experience

B, Customer feedback helps to improve customer retention

C, Both

Feedback: Feedback helps you to improve the customer experience and create loyalty to your brand therefore more customers who will be regular.

Question 8: What is the first step when designing a customers' feedback process?

A, Analyze feedbacks from the past

B, To be clear about the intention on why do you collect the feedback

C, Choose which customer feedback tools will be used

Feedback: Before you begin collecting feedback from customers, you need to pinpoint why you're seeking their input.

Question 9: Which one below is a customer feedback tool?

	<p>A, NPS</p> <p>B, DPD</p> <p>C, AOL</p> <p><i>Feedback: Net Promoter Score (NPS) is growing in popularity for measuring the likelihood a person will recommend your product or service.</i></p> <p>Question 10: What are cons of collecting customers' feedback?</p> <p>A, Losing your customer</p> <p>B, Destroying your reputation</p> <p>C, Biased opinions of respondents</p> <p><i>Feedback: In any kind of survey or feedback method, audience bias is a point of concern. You can never avoid this obstacle in any research method. They may be biased towards any specific brand. In that case, however efficient your product or service might be, you are most likely to get negative reviews from them. The opposite also might be the case.</i></p>
DETECTIVE STORY	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>(Your answer will be only shown to your instructor in charge)</p> <p>The story:</p> <p>Imagine that you became the head of marketing of an international company. The company was founded almost 50 years ago, it is well known all over the world, its profile is selling beverages. You are the second top seller in the market and you want to be the first one. According to the data you have been given, the key to becoming the market leader is to convince the younger generation (age between 14-30) to consume your products.</p> <p>Guiding questions:</p> <p>How can data science help you to reach out to this age group? What kind of data science based strategy would you create? How would you identify their needs and how would you improve your products to be sold to young people as well with the help of AI? What are the most important datas that you would gather and which channel you would use?</p> <p><i>Feedback: The essential step is to get to know your customers. You can find plenty of data from other research and also you can start monitoring your customers and gathering data. Also, you can use open interview with them, what are their impressions on your product and why would they choose you not your competitors. Data that you need: lifestyle, free time, their preferred SM platform,</i></p>

	<p><i>their symbols and “their language”. Based on this you can use your channel and communication style towards them.</i></p>
<p>REALITY CHECK</p>	
<p>Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.</p>	<p>Question1: Is data crucial to your company? Yes/No <i>Context: how important it is to collect, gather and understand data for the success of the company.</i></p> <p>Question2: Do you have an organized way to collect business related data? Yes/No <i>Context: whether the company already invested in organizing business related data (so they already recognized the importance of it)</i></p> <p>Question3: Do you work closely with developers who can utilize data? Yes/No <i>Context: It is important to explore how much importance the IT department has, or is it already a IT heavy business.</i></p> <p>Question4: Do you have financial means to collect and analyze data? Yes/No <i>Context: data science has its financial means and this question is directed to explore the situation of the company.</i></p> <p>Question5: Is it important for your company to collect and evaluate customers’ feedback? Yes/No <i>Context: this question intends to explore how customers feedback is essential to the business.</i></p>

Feedback

0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

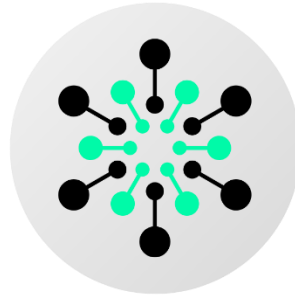
3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!



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Annex ix. Training Activity 9. Pop up stores



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers Training Activity 9: Pop-Up Stores





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Table of Contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	4
1.5 Structure and estimated duration	5
2. Training Activity 9.1 - How to organize a pop-up event	6
2.1 Theoretical Session 9.1.1	6
2.2 Practical Session 9.1.2	7
3. Training Activity 9.2 - Tools to be used in pop-up stores	9
3.1 Theoretical Session 9.2.1	9
3.2 Practical Session 9.2.2	10
4. Experiential Training Activity 9.3 – Implementation of a pop-up store in my company	12
4.1 Experiential Training Session 9.3	12
5. Annex. Practical Activities	13

1. Scope and learning outcomes

1.1 Short description

The Training Activity 9 introduces the learner to a new and innovative concept, which has the potential to offer new opportunities in the retail trade. As the name suggests, a pop-up store is a store opened for a limited period of time. Its temporality is the defining element of this kind of store. It's a place where entrepreneurs can discover a new product or service, but also experience a brand in a three-dimensional way. It is a universal tool that can be used by almost any type of retailer. Module Pop-up Stores will give a thorough overview of the way in which a pop-up event or pop-up store works: what are the main benefits, how to plan an opening, how to implement the principles behind the pop-up retail, tips and tricks and many other useful aspects which can be replicated by learners.

1.2 Objectives

The Training Activity 9 will aim to give to the learners a thorough overview of the development of their own pop-up store or event. Moreover, it will help the learners to get a clear idea of what a pop-up store is and how to implement it for increasing the competitiveness of their company.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module, the learners should:

- Know what pop-up stores are
- Understand the principles of pop-up retail and their benefits

Competences and Skills

Upon completion of this module, the learners should:

- Be able to recognize pop-up retail tools
- Be able to use pop-up retail tools

Digicomp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the **Digicomp 2.2 Competences**, along the training in the application of “Ethical and value-based brands”, among others;

- **Competence 2. Communication and collaboration;**
 - To be aware of behavioral norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.
 - To create, and manage one or multiple digital identities, to be able to protect one’s own reputation, to deal with the data that one produces through several digital tools, environments and services.

1.4 Training Topics

- Introduction to the concept
- The main benefits
- How to plan an opening
- How to implement the principles behind the pop-up retail.

1.5 Structure and estimated duration

- **Training Activity 9.1: Pop-Up Events**
 - Theoretical Session 9.1.1. Duration: 180 minutes
 - Practical Session 9.1.2. Duration: 60 minutes
- **Training Activity 9.2: Pop-Up Stores**
 - Theoretical Session 9.2.1. Duration: 180 minutes
 - Assignments 9.2.2. Duration: 60 minutes
- **Experiential Training Activity 9.3: Implementation of Pop-up Stores. Duration: 120 minutes**

2. Training Activity 9.1 - How to organize a pop-up event

2.1 Theoretical Session 9.1.1

Step and duration	Content
<p>9.1.1.1. Introduction 10 minutes</p>	<p>The trainer will introduce to the learners the concepts of pop-up stores and pop-up events (exemplifying the eco-brunch concept) in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>9.1.1.2. Benefits 5 minutes</p>	<p>The trainer will introduce to the learners the benefits of opening pop-up stores for the retail SMEs.</p> <p>The potential expectations of the Stakeholders and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>9.1.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of opening a pop-up store/event in their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think a pop-up event will help boost you organisation? ● What are the main interested parties? ● How could you increase the competitiveness of your company by organising a pop-up event? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources: N.A</p>
<p>9.1.1.4. Tutorial – How to organise a pop-up event 15 minutes</p>	<p>The trainer will explain the main steps on how to prepare a pop-up event.</p> <p>In this way, the learners will have a clear picture of the entire process and will be able to focus on each individual task at the right time.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>9.1.1.5. Good practices and things to avoid 30 minutes</p>	<p>The trainer will show good practices and things to avoid in the field of the implementation of the pop-up events.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide

	Examples of good and bad practices in the field of the pop-up events (to be collected by the trainer)
9.1.1.6. Assembly 40 minutes	<p>The trainer will ask the partners to identify specific actions in the field of the implementation pop-up events, divided into consumers, employees, suppliers and global society.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources: NA</p>
9.1.1.7. Tips 25 minutes	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when launching a pop-up event.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
9.1.1.8. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the application of the 5 steps on how to organize a pop-up event in their companies.</p> <p>The trainer will ask the learners to evaluate the applicability of launching pop-up events in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
9.1.1.9. Closure 10 minutes	The trainer will summarize the content of the training session, will build a conclusion and explain the following stages.

2.2 Practical Session 9.1.2

Step and duration	Content
9.1.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 9: e-Training Platform ● Communication tools available in the e-Training Platform
9.1.2.2. Detective Story 20 minutes	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the detective story and will contact each learner depending on their main gaps.</p>

	<p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 9: e-Training Platform ● Communication tools available in the e-Training Platform
<p>9.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in their own company.</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the pop-up events subject and relevance of the experiential training activity to be implemented at the end of the Training Activity.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 9: e-Training Platform ● Communication tools available in the e-Training Platform

3. Training Activity 9.2 - Tools to be used in pop-up stores

3.1 Theoretical Session 9.2.1

Step and duration	Content
<p>9.2.1.1. Introduction 5 minutes</p>	<p>The trainer will introduce to the learners the approach of opening a pop-up store in SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>9.2.1.2. Benefits 10 minutes</p>	<p>The trainer will introduce to the learners the benefits of launching a pop-up store, such as: visibility, affordability and lower risk, connection at a community level etc.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● PR1 Videos ● PR2: e-Training Platform
<p>9.2.1.3. Assembly 15 minutes</p>	<p>The trainer will ask the learners to give first feedback on the potential application of the pop-up stores approach in their own companies.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think this approach might help in your activity and how? ● How could you increase the competitiveness of your company through the implementation of pop-up stores approach? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>
<p>9.2.1.4. Tools to implement pop-up stores 30 minutes</p>	<p>The trainer will explain the main tools which can be used to implement a pop-store, using the concepts provided before, such as: Order Management System (for placing orders and tracking them), Warehouse Management System (for managing inventory and stocks), Marketing mix – The 4s (for promoting the products and the pop-up store).</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>9.1.2.5. Assembly 30 minutes</p>	<p>The trainer will encourage the learners to ask questions and to have an open discussion on the above topic.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>9.1.2.6. Tips for opening a pop-up store 25 minutes</p>	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when launching a pop-up store.</p> <p>Resources:</p>

	<ul style="list-style-type: none"> ● PR2: e-Training Platform
<p>9.1.2.7. Good practices 25 minutes</p>	<p>The trainer will show good practices and things to avoid in the field of the implementation of the pop-up stores.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide ● Examples of good and bad practices in the field of the pop-up store (to be collected by the trainer)
<p>9.1.2.8. Assembly 30 minutes</p>	<p>The trainer will ask the learners to evaluate the applicability of launching a pop-up store in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
<p>9.1.2.9. Closure 10 minutes</p>	<p>The learner will make a conclusion of the training activity and explain the following stages.</p>

3.2 Practical Session 9.2.2

Step and duration	Content
<p>9.2.2.1. Quiz 20 minutes</p>	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 9: e-Training Platform ● Communication tools available in the e-Training Platform
<p>9.1.2.2. Detective Story 20 minutes</p>	<p>The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.</p> <p>The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 9: e-Training Platform ● Communication tools available in the e-Training Platform
<p>9.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p>

	<p>The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity</p> <p>Resources:</p> <ul style="list-style-type: none">● Reality-Check Module 9: e-Training Platform● Communication tools available in the e-Training Platform
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4. Experiential Training Activity 9.3 – Implementation of a pop-up store in my company

4.1 Experiential Training Session 9.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforce their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the integration of the pop-up stores in the company.
2. Identification of the appropriate type of pop-up store for the company.
3. Use of pop-up stores with a short, medium and long-term vision.
4. Step by step proposed implementation of the pop-up stores.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions per module with 3 possible answers and only 1 that is correct</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<p>QUESTION 1. What is a pop-up store?</p> <p>a. Is a trend of opening short-term sales spaces, often to catch onto a fad or scheduled event.</p> <p>b. Is a store that is selling pop-up books, usually for children</p> <p>c. Is a small store opened by large brands, in rural areas.</p> <p><i>Feedback: A pop-up store is a trend of opening short-term sales spaces, often to catch onto a fad or scheduled event.</i></p> <p>QUESTION 2. What is an eco-brunch event?</p> <p>a. An event organised by family to eat and spend time with close relatives.</p> <p>b. An event where only eco-food is served.</p> <p>c. An event where people can try local dishes, combined with other socialising components, such as hiking or walking in the nearby forest, cycling around the village to natural sights, as well as do it yourself (DIY) workshops for adults and children, artistic programs and many other activities.</p> <p><i>Feedback: An eco-brunch event is an event where people can try local dishes, combined with other socialising components, such as hiking or walking in the nearby forest, cycling around the village to natural sights, as well as do it yourself (DIY) workshops for adults and children, artistic programs and many other activities.</i></p> <p>QUESTION 3. Which of the following is an advantage of organising pop-up events, for local producers and entrepreneurs?</p> <p>a. Increase seasonality.</p> <p>b. Brings together people with common interests and favours networking.</p> <p>c. Promote international food and drinks.</p> <p><i>Feedback: One of the main advantages of organising pop-up events is the fact that it brings together people with common interests and favours networking.</i></p> <p>QUESTION 4. How should you promote your events?</p> <p>a. Make only direct invitations: face-to-face or by phone.</p> <p>b. Choose as many channels as possible including traditional and modern tools.</p> <p>c. It is not a priority when preparing the event.</p> <p><i>Feedback: To promote your event you should choose as many channels as possible including traditional and modern tools.</i></p> <p>QUESTION 5. How should your approach be during the event?</p> <p>a. Be very serious and try to prove professionalism and strictness.</p> <p>b. Use a friendly and open approach.</p>

c. Try not to interact with customers, not to disturb them.

Feedback: As a host of the event, you should use a friendly and open approach during the event.

QUESTION 6. How is it recommended to set your budget?

a. As close to reality as possible, including a margin for unforeseen situations.

b. A short event means a low budget.

c. You don't have to lose time with budgeting, just pay what and when is needed.

Feedback: The budget should be provisioned as close to reality as possible, including a margin for unforeseen situations.

QUESTION 7. How does the summerdrive Carrefour's concept work?

a. It is similar to the drive through service.

b. It is a pop-up drive store by the sea that's open seven days a week all during the summer holidays.

c. It is a temporary store, near the sea.

Feedback: Summerdrive Carrefour is a pop-up drive store by the sea that's open seven days a week all during the summer holidays.

QUESTION 8. What is an order management system?

a. A software application that automates the entire order management process.

b. A system of monitoring and controlling the movement of goods stocks within warehouses.

c. A system only dedicated to the top-management employees.

Feedback: An order management system is a software application that automates the entire order management process.

QUESTION 9. Which are the 4Ps?

a. Profit, product, price and packaging.

b. Perfect, promotion, profit, price.

c. Product, price, placement, promotion.

Feedback: The 4 P's are product, price, placement, promotion.

QUESTION 10. Which of the following tips will help you when opening a pop-up store?

a. Analyse all the feedback received from the clients.

b. Be aware that the impact is only in the short term.

c. Both answers are correct.

Feedback: A great tip to consider when opening a pop-up store is to analyse all the feedback received from the clients.

DETECTIVE STORY

Detective story

Your student should be able to put their theoretical knowledge into use.

Investigate a best practice or imagine a situation where they could use what they learned about the topic.

Ask a guiding question (or more) that can help the student answer the question

Read the following fictional story and try to complete it. Using what you learnt before, Imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!

Character limit: 400 words.

(Your answer will be only shown to your instructor in charge)

The story:

Imagine that you want to launch a pop-up event in the following 12 months. You have already chosen the location: it will be 10 km from the city where you live, in a fairytale natural setting. The location is usually used as a campsite for caravans and tents.

You have made a mapping of the people you would like to involve as partners in the realisation of this event and now is the time to put on paper a work plan for the launch of your project.

Guiding questions:

What are the steps you have to go through from this moment until the actual launch of the event and how much time do you expect to allocate for each of the activities?

Feedback: The first 2 steps have already been done (Step 1. Define your goal and Step 2. Choose the venue and assess the accessibility).

The next steps to be done are:

Step 3. Prepare your budget

Step 4. Identify the logistics needed

Step 5. Schedule the promotion activities

A short description of the specific activities would show a deeper knowledge.

As the event will be launched in 12 months time, all the activities should be identified as soon as possible and schedules taking into account unexpected delays.

REALITY CHECK

Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.

Question1:

Do you feel that this kind of approach can boost your business?

Yes/No

Context; Assessing the advantages that this kind of approach can bring to the business is an essential step in implementing it.

Question2:

Have you performed a mapping of competitors in this field to see if you bring something new to the market?

	<p>Yes/No</p> <p><i>Context; The mapping of competitors helps the user to determine its position on the market.</i></p> <p>Question3:</p> <p>Have you drafted a budget for this project?</p> <p>Yes/No</p> <p><i>Context; The estimation of budget, including unforeseen costs is mandatory.</i></p> <p>Question4:</p> <p>If yes, do you have enough resources to cover all of the costs?</p> <p>Yes/No/Maybe</p> <p><i>Context; The budget and the availability of funds is a milestone in the launching process.</i></p> <p>Question5:</p> <p>Are you ready to face new challenges and to get out of your comfort zone?</p> <p>Yes/No/Maybe</p> <p><i>Context; Enthusiasm and positivity is needed to start a new challenge.</i></p>
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Feedback

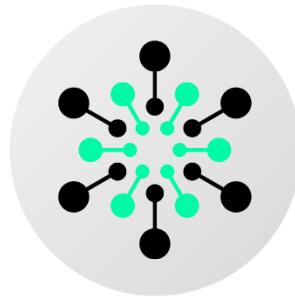
0: The development of your business seems not to need the integration of a influencers in the short term.

1-2: The development of your business seems not to need the integration of a influencers at this moment, but we recommend you to repeat this Reality Check frequently and analyse if your context has changed

3: The introduction of an influencer as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the influencer principles as part of your business. Good luck!

Annex x. Training Activity 10. Customer experience onsite



RetRail

NEW TRENDS IN
RETAIL COMMERCE

"New Trends in Retail" Training Guide for Trainers

Training Activity 10: Customer Experience on Site





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Table of Contents

1. Scope and learning outcomes	4
1.1 Short description	4
1.2 Objectives	4
1.3 Expected learning outcomes	4
1.4 Training Topics	5
1.5 Structure and estimated duration	5
2. Training Activity 10.1 – How to design and organize a CX journey mapping	6
2.1 Theoretical Session 10.1.1	6
2.2 Practical Session 10.1.2	7
3. Training Activity 10.2 – How to develop an in-store engagement strategy	9
3.1 Theoretical Session 10.2.1	9
3.2 Practical Session 10.2.2	10
4. Experiential Training Activity 10.3 – Implementation of a Customer Experience on Site in my company	12
4.1 Experiential Training Session 10.3	12
5. Annex. Practical Activities	13

1. Scope and learning outcomes

1.1 Short description

The Training Activity 10 introduces the learner to the Customer Experience (CX) on site in retail and explains how retailers can use this trend to improve their sales and business. Using digital tools, following technological evolution, and knowing new consumer trends will contribute for higher customers retention rates, competitive advantage and improve brand reputability. In this module the learner will have access to training materials, providing digital tools and strategies to implement a positive and winning CX on site, as well as promoting in-store engagement using technology. CX on site module will guide you throughout the entire CX journey, showing the best practices and effective digital tools to implement and empower your retail business and services, as well as promoting in-store engagement using technology. Customers' experiences define competitiveness and establish advantage among peers, providing strategies to create a unique experience in retail. You will get to know some best practices in CX on site, and deeply explore one, especially with in-store engagement strategies, looking at Rebecca Minkoff (USA) experience. Minkoff promotes in-store engagement through the "Save your fitting room session" experience, providing engaging experiences for customers. Lisbon Shopping promotes local stores and culture through a free digital platform, allowing customers to engage with local commerce and history at their on pace.

1.2 Objectives

The Training Activity 10 will give you an effective and efficient overview of CX on site in retail area, providing practical tools and how to develop and implement a suitable digital strategy to increase the visibility of your business and customer retention rates. Moreover, it will help you to get a clear idea of what CX is, how to implement it while benefiting your economic growth.

1.3 Expected learning outcomes

Knowledge

Upon completion of this module you should:

- Know what CX on site is
- Understand how to implement an in-store engagement strategy in your business

Competences and Skills

Upon completion of this module you should:

- Be able to recognize CX on site digital tools
- Be able to develop in-store engagement strategies within technology

DigComp 2.2 Competences

Upon completion of this module, the learners will acquire several skills related with the DigComp 2.2 Competences, along the training in the application of "Customer Experience on Site". The main related Dimensions of DigComp 2.2 Competences addressed, among others, will be the following:

- *Competence area 2 - Communication and collaboration:*

2.3 Engaging citizenship through digital technologies

- “To participate in society through the use of public and private digital services. To seek opportunities for self-empowerment and for participatory citizenship through appropriate digital technologies”¹

2.4 Collaborating through digital technologies

- “To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of data, resources and knowledge”².

1.4 Training Topics

- Introduction to the tools: CX journey mapping and In-store engagement
- Benefits
- How to use the tools
- How to implement the principles behind “Customer Experience on Site”

1.5 Structure and estimated duration

- **Training Activity 10.1:** CX journey mapping
 - Theoretical Session 10.1.1. Duration: 180 minutes
 - Practical Session 10.1.2. Duration: 60 minutes
- **Training Activity 10.2:** In-store engagement
 - Theoretical Session 10.2.1. Duration: 180 minutes
 - Assignments 10.2.2. Duration: 60 minutes
- **Experiential Training Activity 10.3:** Implementation of a Customer Experience on Site. Duration: 120 minutes

¹ In <https://publications.jrc.ec.europa.eu/repository/handle/JRC128415> , p.19

² Ibid, p. 21.

2. Training Activity 10.1 – How to design and organize a CX journey mapping

2.1 Theoretical Session 10.1.1

Step and duration	Content
10.1.1.1. Introduction 10 minutes	<p>The trainer will introduce to the learners the concept of CX journey mapping for SMEs retail companies.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: pages 34-35 ● PR1 Video ● PR2: page 4
10.1.1.2. Benefits 5 minutes	<p>The trainer will introduce to the learners the benefits of using CX journey mapping for the retail SMEs.</p> <p>The potential expectations of the Stakeholders and benefits of the companies satisfying them will be introduced.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 6 and 10
10.1.1.3. Assembly 15 minutes	<p>The trainer will ask the learners to give first feedback on the potential application of using CX journey mapping in their own companies, drivers and barriers.</p> <p>Some guiding questions could be:</p> <ul style="list-style-type: none"> ● Do you think designing a CX journey mapping will help boost you organisation? ● What are the main stakeholders involved? ● How could you increase the competitiveness of your company by using a CX journey mapping? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p> <p>Resources: N.A</p>
10.1.1.4. Tutorial – How to organise a CX journey mapping 15 minutes	<p>The trainer will explain the main steps on how to prepare a CX journey mapping.</p> <p>In this way, the learners will have a clear picture of the entire process and will be able to focus on each individual task at the right time.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: page 7
10.1.1.5. Good practices and things to avoid 30 minutes	<p>The trainer will show good practices and things to avoid in the field of CX journey mapping.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR1 Guide: pages 35-37

	Examples of good and bad practices in the field of the CX journey mapping (to be collected by the trainer)
10.1.1.6. Assembly 40 minutes	<p>The trainer will ask the partners to identify specific actions in the field of the designing and implementing a CX journey mapping looking at the stakeholders involved in and outside the SMEs.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p> <p>Resources: NA</p>
10.1.1.7. Tips 25 minutes	<p>The trainer will identify and discuss a list of tips which can help an entrepreneur when launching a CX journey mapping.</p> <p>Resources:</p> <ul style="list-style-type: none"> ● PR2: pages 7 and 10
10.1.1.8. Assembly 30 minutes	<p>The trainer will ask the learners to evaluate the application of CX journey mapping according to the three zones (i.e. A, the Lens; B, the experience; and C, the insights) in their companies.</p> <p>The trainer will ask the learners to evaluate the applicability of CX journey mapping in their companies.</p> <p>The trainer will ask the learners to share their conclusion and all will be discussed about them.</p>
10.1.1.9. Closure 10 minutes	The trainer will summarize the content of the training session, will build a conclusion and explain the following stages.

2.2 Practical Session 10.1.2

Step and duration	Content
10.1.2.1. Quiz 20 minutes	<p>The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if they have fully understood the main ideas of the Module.</p> <p>The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Quiz Module 10: e-Training Platform ● Communication tools available in the e-Training Platform
10.1.2.2. Detective Story 20 minutes	The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding.

	<p>The learner will check the detective story and will contact each learner depending on their main gaps.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Detective Story Module 10: e-Training Platform ● Communication tools available in the e-Training Platform
<p>10.1.2.3. Reality-Check 20 minutes</p>	<p>The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in their own company.</p> <p>The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps.</p> <p>The trainer will complete the result of the Reality Check and will give advice to the learner on the pop-up events subject and relevance of the experiential training activity to be implemented at the end of the Training Activity.</p> <p>See Annex. Practical Activities</p> <p>Resources:</p> <ul style="list-style-type: none"> ● Reality-Check Module 10: e-Training Platform ● Communication tools available in the e-Training Platform

3. Training Activity 10.2 – How to develop an in-store engagement strategy

3.1 Theoretical Session 10.2.1

Step and duration	Content
10.2.1.1. Introduction 5 minutes	The trainer will introduce to the learners the in-store engagement concept for SMEs retail companies. Resources: <ul style="list-style-type: none"> ● PR2: page 9
10.2.1.2. Benefits 10 minutes	The trainer will introduce to the learners the benefits of developing an in-store engagement strategy, using the 7 (seven) Ps of Marketing, such as: product, price, place, promotion, people, process and physical evidence. Resources: <ul style="list-style-type: none"> ● PR2: page 11
10.2.1.3. Assembly 15 minutes	The trainer will ask the learners to give first feedback on the potential application of the in-store engagement approach in their own companies. Some guiding questions could be: <ul style="list-style-type: none"> ● Do you think this approach might help in your activity and how? ● How could you increase the competitiveness of your company through the implementation of an in-store engagement approach? <p>The trainer will collect the main opinions and will come back to them at the end of the Training Activity.</p>
10.2.1.4. Tools to implement a store engagement strategy 30 minutes	The trainer will explain the main tools which can be used to implement an in-store engagement strategy, using concepts such as interaction between a retail brand and its customers, and digital tools. Resources: <ul style="list-style-type: none"> ● PR2: page 10
10.1.2.5. Assembly 30 minutes	The trainer will encourage the learners to ask questions and to have an open discussion on the above topic. The trainer will ask the learners to share their conclusion and all will be discussed about them.
10.1.2.6. Tips to implement a store engagement strategy 25 minutes	The trainer will identify and discuss a list of tips which can help an entrepreneur when developing an in-store engagement strategy in a SMEs. Resources: <ul style="list-style-type: none"> ● PR2: page 12
10.1.2.7. Good practices	The trainer will show good practices and things to avoid in the field of the implementation of in-store engagement strategy.

25 minutes	Resources: <ul style="list-style-type: none"> ● PR1 Guide: pages 36-37 ● Examples of good and bad practices in the field of in-store engagement (to be collected by the trainer)
10.1.2.8. Assembly 30 minutes	The trainer will ask the learners to evaluate the applicability of launching an in-store engagement strategy in their companies. The trainer will ask the learners to share their conclusion and all will be discussed about them.
10.1.2.9. Closure 10 minutes	The learner will make a conclusion of the training activity and explain the following stages.

3.2 Practical Session 10.2.2

Step and duration	Content
10.2.2.1. Quiz 20 minutes	The trainer will ask the learners to complete the Quiz in the e-Training Platform. The Quiz will help the learners in checking if you have fully understood the main ideas of the Module. The trainers will check the completion of the multiple choice and will support each learner depending on their main gaps. Resources: <ul style="list-style-type: none"> ● Quiz Module 10: e-Training Platform ● Communication tools available in the e-Training Platform
10.1.2.2. Detective Story 20 minutes	The trainer will ask the learners to complete the Detective Story in the e-Training Platform. The Detective Story will ask them to reflect on how the strategy shown in the Module can be applied to a generic company, and this will help them in getting a deeper understanding. The learner will check the completion of the multiple choice and will contact each learner depending on their main gaps. Resources: <ul style="list-style-type: none"> ● Detective Story Module 10: e-Training Platform ● Communication tools available in the e-Training Platform
10.1.2.3. Reality-Check 20 minutes	The trainer will ask the learners to complete the Reality Check in the e-Training Platform. Reality Check will help them in analysing if the implementation of the strategy shown in the Module is more or less feasible in your own company The trainer will check the completion of the Reality Check and will contact each learner depending on their main gaps. The trainer will complete the result of the Reality Check and will give advice to the learner on the priority of the social policies for them and relevance of the experiential training activity to be implemented at the end of the Training Activity

	<p>Resources:</p> <ul style="list-style-type: none">● Reality-Check Module 10: e-Training Platform● Communication tools available in the e-Training Platform
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4. Experiential Training Activity 10.3 – Implementation of a Customer Experience on Site in my company

4.1 Experiential Training Session 10.3

The learners will be asked to complete an experiential activity in which they will put into practice the acquired knowledge in their own company. This will produce a double benefit, as they will reinforce their skills and they will obtain an outcome which will be useful for their companies.

The trainer will explain the tasks to be done within the experiential training activity and will give advice through the communication procedures established.

The tasks to be completed by the learners will be the following:

1. Identification of the main positive and negative impacts on the integration of Customer Experience on Site in the company.
2. Identification of the appropriate type of CX customer mapping and in-store engagement strategy for the company.
3. Use of CX customer mapping and in-store engagement with a short, medium and long-term vision.
4. Step by step proposed implementation of the Customer Experience on Site.
5. The learners will show and share the work done with the trainer and rest of learners and they will give and receive feedback.

5. Annex. Practical Activities

QUIZ	
<p>10 multiple choice questions with 3 possible answers.</p> <p>Please highlight the correct answer with green.</p> <p>Please provide a short 1 sentence feedback about the correct answer that we can show after the student chooses the answer.</p>	<ul style="list-style-type: none"> ● Question 1: A CX journey mapping is... <ul style="list-style-type: none"> A, A tool that is used to see how much a business is losing with pandemic B, A storytelling and visualization tool that allows to know customer experience C, The number of people needed to build a business strategy <p>Feedback: CX journey mapping is a tool used to create a visual representation telling about the journey a customer does from the beginning, as user, until becoming a customer, aware of your brand.</p> ● Question 2: What is the core of the CX journey mapping? <ul style="list-style-type: none"> A, It is a law that allows you to protect customers' rights B, Visualized experience C, Customer feedback <p>Feedback: To be able to visualize all steps a customer does to interact with a product, getting to know their thoughts, emotions, goals, and motives.</p> ● Question 3: Is customer retention part of the CX journey mapping? <ul style="list-style-type: none"> A, Not really, it is not important to know what the customer will do after purchase B, Yes, to know your customer C, No, because retention is only a responsibility of the market <p>Feedback: CX journey mapping is also about what happens after the purchase, aiming at improving customer experience and improve retention rates.</p> ● Question 4: How do you create a CX journey mapping? <ul style="list-style-type: none"> A, You can use software's that can be downloaded from the Internet. B, You can copy other CX journey mapping from other businesses C, You need to hire a professional to do that <p>Feedback: you can find many CX journey mapping templates and software's options on the market. Edit.org offers free CX journey mapping software for retailers.</p> ● Question 5: What is in-store engagement?

	<p>A, An interaction between a retail brand and its customers; and a strategy to provide engaging experiences for customers using digital tools</p> <p>B, A tool that is used online to sell more</p> <p>C, Both</p> <p>Feedback: In-store engagement is an interaction between a retail brand and its customers; and a strategy to provide engaging experiences for customers using digital tools.</p> <ul style="list-style-type: none"> • Question 6: Customer engagement is about connecting beyond the key touchpoints in your customer journey. <p>A, No, touchpoints are engagement tools</p> <p>B, Yes, customer engagement is much more than touchpoints</p> <p>C, Not really, because customers are touchpoints</p> <p>Feedback: Customer engagement is done between and beyond purchases, connecting beyond the key touchpoints in the CX journey</p> <ul style="list-style-type: none"> • Question 7: To create an in-store engagement strategy do you need to know your CX journey experience? <p>A, Not really</p> <p>B, Absolutely</p> <p>C, In-store already tell you about the CX journey experience</p> <p>Feedback: In-store engagement strategies are developed based upon customer experience and trends</p> <ul style="list-style-type: none"> • Question 8: Customers validate brands via websites or social networks, having power and influence on the business. <p>A, No</p> <p>B, Yes</p> <p>C, Maybe</p> <p>Feedback: There are several studies showing that customers validate brands via websites and social networks.</p> <ul style="list-style-type: none"> • Question 9: In the after-pandemic period, customers do not want to go back to stores. <p>A, True</p> <p>B, False</p> <p>C, Maybe</p>
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	<p>Feedback: The trends shows that customers want to go back to stores, using technology in-store.</p> <ul style="list-style-type: none"> • Question 10: There are brands that developed good examples on in-store engagement and, simultaneously, engage in civil society issues <p>A, Not really</p> <p>B, Possible</p> <p>C, Yes, indeed</p> <p>Feedback: A USA fashion brand developed a gender-approach and an in-store engagement strategy that is been described as a good example.</p>
DETECTIVE STORY	
<p>Detective story</p> <p>Your student should be able to put their theoretical knowledge into use.</p> <p>Investigate a best practice or imagine a situation where they could use what they learned about the topic.</p> <p>Ask a guiding question (or more) that can help the student answer the question</p>	<p>Read the following fictional story and try to complete it. Using what you learnt before, imagine the situation and try to create a strategy and work on some ideas on how to solve the case and make this story a successful one!</p> <p>Character limit: 400 words.</p> <p>(Your answer will be only shown to your instructor in charge)</p> <p>Imagine that you are going to start a new campaign and you have a good team that likes technology very much. You are thinking in bringing together social issues such as disability and environmental concerns. However, in your store area people are not aware of social issues as the ones' mentioned previously, they just want to buy things.</p> <p>Guiding questions:</p> <p>How can a CX journey mapping help you out? What kind of in-store engagement strategies can you use?</p> <p>Feedback: Recap the CX journey mapping steps following the three zones approach (i.e. A, the Lens; B, the experience; and C, the insights) and go back to the in-store engagement strategy, looking at the 7 (seven) Ps of Marketing (i.e. product, price, place, promotion, people, process and physical evidence).</p> <p>Step 1. Identify your team (positive and negative issues related with what you want to implement)</p> <p>Step 2. Understand your Costumer and prepare a message according to their own preferences</p> <p>Step 3. What resource do you have and what do you need? Evaluate and adapt your strategy</p> <p>Step 4. Introduce change to attract your costumers to what you want to speak about</p> <p>Step 5. Bring change and increase your SME</p>

REALITY CHECK

Ask 5 closed questions that help to evaluate if the business is ready to implement the topic learnt in the respective module.

Is your business ready to apply the material?

Question1:

Have you ever done a CX journey mapping in your business?

Yes/No/Maybe

Context: the positive impact on SMEs when using this tool

Question2:

Do you know how to use the CX journey mapping tool?

Yes/No/Maybe

Context: Awareness of digital tools and strategies, increasing your digital knowledge

Question3:

Do you have any in-store engagement tools after the pandemic?

Yes/No/Maybe

Context: The importance of understanding and using the most recent technology applied to SMEs

Question4:

Do you have the staff needed to develop a CX journey mapping in your business?

Yes/No/Maybe

Context: Evaluate your business and team, understand the needs to face the future of SMEs within technology and digital tools

Question5:

Do you have an in-store engagement strategy?

Yes/No/Maybe

Context: To know if your business able to answer the future challenge that SMEs are facing currently.

Feedback

0: The development of your business seems not to need the integration of Customer Experience (CX) on Site in the short term.

1-2: The development of your business seems not to need the integration of Customer Experience (CX) on Site at this moment, but we recommend you to repeat this Reality Check frequently and analyze if your context has changed

3: The introduction of Customer Experience (CX) on Site as part of your business seem not be essential but will for sure deliver added value to your value proposition. So, we encourage you to start a gradual implementation of this strategy

4-5: You should start introducing the Customer Experience (CX) on Site principles as part of your business. Good luck!