RetRail

NEW TRENDS IN RETAIL COMMERCE

The "New Trends in Retail" e-learning course, which is the core result of the project is ready! It is module based and it revolves around the successful implementation of methods and tools that aim at increasing both digital and on sight sales, and it is aimed at employees of the retail sector.

In each module, employees will get their hands on a different category of methods and tools. Each module contains a detailed description of the method/tool containing its functions and background; a list of the benefits that it offers both to the skillset of an employee, as well as to the company; a complete step to step tutorial on its use and successful implementation; tips & tricks along with do's and don'ts that will assure effective and smooth incorporation into the company's workflow; several practical exercises which can be implemented both in a professional and non-professional setting by the employee.

The modules cover the topics of *Social Commerce, Influencer Marketing, Online Stores in Offline Spaces, AR-Powered Shopping Experiences, Ethical and Values-Based Brands, Same-day (or Faster) Delivery, Increased Use of Chatbots, Data Science-Based Personal Interaction, Pop up Stores, Costumer experience onsite.*

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What is next?

Right now, the partners are organising the pilot testing activities of the e-learning courses.

Each partner is responsible for the selection of its country's 15 pilot participants, who will be employees of retail SMEs. The main selection criterion will be the opportunity that each employee had in order to receive professional training on his/her subject, and those who hold the least will be prioritised.

After each group is selected, they will attend a series of e-learning courses where they will be taught the entire material in a classroom context.

Once the course is over, they will fill a targeted questionnaire where they will provide their feedback on aspects of the material such as clarity, easy of navigation, potentials of implementation in real life, plurality, appearance and overall contribution into their level of knowledge.

The E-learning course can soon be found on the RetRail's website!

You can stay updated on the news of the RetRail project on our Facebook page: https://www.facebook.com/RetRail.project
Website: https://retrail.eu/

Stay tuned to find out first about the amazing updates regarding the project's outcomes!

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