

# Retail Technology Readiness and Operations

## Assess adoption, customer experience and operational preparedness

FA-0773 · 2 days (14 scheduled hours including breaks)

Others

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## Introduction

Examine technology adoption in retail and related business-to-consumer and business-to-business models. This lecture-based course considers customer readiness, digital channels and operational requirements to support informed technology decisions and implementation planning.

## Learning outcomes

- Describe retail technologies, adoption trends and customer readiness.
- Compare digital retail models and relevant cross-sector examples.
- Identify infrastructure, operating cost, implementation and governance considerations.
- Discuss effects on customer experience, multi-location operations, inventory and careers.

## Prerequisites

Basic understanding of the internet and access to a web browser.

## Training outline

### 1. Module 1 – Retail technology and readiness

- Technology evolution in retail and ways to gauge readiness.

- Introduction to the Technology Readiness Index (TRI) and customer attitudes to adoption.
- Retail models, infrastructure and implementation considerations.

## **2. Module 2 – Consumer technology contexts**

- Vertical Trends
- F&B
- Travel
- Real Estate
- Finance & Insurance
- Health
- Media & Entertainment
- Mobility & Energy
- Horizontal Trends

## **3. Module 3 – Retail channels and sectors**

- E-Commerce
- Social Commerce
- Marketplaces
- FMCG
- Fashion
- Automotive
- Healthcare
- Entertainment
- Home & Furnishings
- Gaming
- E-Learning

## **4. Module 4 – Pandemic-era change as a case study**

- Grocery stores
- Clothing stores
- Convenience stores
- E-commerce platforms or websites
- home furnishing stores
- Restaurants

- Departmental stores
- Supermarket
- Mobile phone outlets
- FMCG selling stores
- Electronics

Examine pandemic-era shifts as historical examples; distinguish them from the current conditions of a particular retailer.

## 5. Module 5 — Operational preparedness

- Increasing technological complexity
- Enhancing the customer experience
- Multi-location management
- Technology decision-making
- Rising operational expenditures

Discuss relevant governing bodies and career implications without assuming a specific jurisdiction or regulatory approval.

## 6. Module 6 — Improve retail operations

- Delivery Shortcomings
- Meeting Consumers' Evolving Omnichannel Expectations
- Enabling More Accurate Inventory Counts and Increasing Workflow Efficiency
- Visibility for Retail Agility
- Review the main adoption considerations and operational trade-offs.
- Summary and questions.