

OMNI-CHANNEL
DEALING WITH COMPLEX STRATEGIES

Lecturer Federico Barbieri
Location H-Farm College

COURSE OVERVIEW

Digital technologies have had a huge impact on many aspects of the way companies do business, bringing new opportunities but also a complexity which is hard to deal with. For about a decade, brands used to just add new channels to their marketing strategies, but then they realized that multi-channel is not enough, that they need to move to an omni-channel approach and build synergies across all channels, not manage them in isolation. Omni-channel is a key word in many industries, many companies talk about that in their strategies but very few, if not none, succeed to make it really happen. Omni-channel goes together with transformation, it requires new technological architecture and most of all different organization and mentality.

COURSE OBJECTIVE

By the end of this course you will

- get a high-level understanding of omni-channel strategies in different industries
- recognize good strategies from average to bad strategies
- learn which are the main key factor for success of an omni-channel strategy execution

COURSE MATERIAL

You will get access to the platform where the material we will use in each lesson will be posted. The platform will allow also the student to interact among them and with the professor in preparation of the final test.

The material for each lesson will be posted few days before to give the students to study it before class. The material will be based on real cases.

COURSE PARTICIPATION

Each lesson will last three hours, they will all be organized as following order to make the course dynamic and interactive:

- introduction to the theory to the lesson topic
- group work on the case given to study the previous day
- group discussion on the group work output

The more the student participate to the class, the more he/she will be able to learn. Be active.

FINAL TEST

We will put what we learned in practice. The students will be asked to pick up 2 competitors from one of the industries listed in the detailed syllabus, analyze these companies omni-channel strategy and prepare a presentation that describe the improvements you would recommend if you get hired by one of them tomorrow.

COURSE COMPLETION

We provide an Open Badge to students who complete successfully the final test.

DETAILED SYLLABUS

Date	Content	What to do	Deliverables
Nov 26 th Start 2:15pm End 5:15pm	Title: Omni-channel strategy, why they all talk about it but nobody does it Description: <i>let's review the evolution of marketing and distribution strategies in 3 different industries in the last 2 decades, understand how the marketing frameworks have changed due to the rapid of evolutions of digital technologies and the born of new channels and how that has impacted the companies' organization; we will then check for real where companies are compared to that by analyzing together some cases.</i>	Study the pre-work material in order to be able to actively participate to the group work.	Group work presentation
Nov 27 th Start 2:15pm End 5:15pm	Title: Omni-channel customer journey, how to design a complex matrix. Description: <i>map out how the traditional marketing funnel apply to the omni-channel space, learn how to deal with buying processes that are not linear anymore and how to design a brand content and contact strategies; the group work will be focusing on mapping the customer journey based on the cases we will be working on during the whole course.</i>	The base is the same material of the first lesson, but you will be asked to get deeper in the analysis with guided questions.	Group work presentation

<p>Dec 3th Start 2:15pm End 5:15pm</p>	<p>Title: Omni-channel strategy organizational models, the real challenge is not the tech. Description: <i>most companies fail to embrace omni-channel due to organizational constrains, typically heritage, silos mentality, vertical business metrics, lack of new competences at high level; let's play with organization charts but more important on omni-channel KPI (key performance indicator) versus traditional KPI</i></p>	<p>The pre-work to study will be some organization charts and a KPI glossary.</p>	<p>Group work presentation</p>
<p>Dec 4th Start 2:15pm End 5:15pm</p>	<p>Title: Omni-channel customer experience, let's feel it on your own skin. Description: <i>a good strategy is nothing without a good execution, an average strategy with an excellent execution is definitively more successful; where do companies fail when it comes to deliver the experience they have in mind to the consumers, how physical and digital touch point must play together, why the devil is in the details.</i></p>	<p>The students will be ask to make a purchase (or an attempt to purchase) a product in different channels and map positive vs negative experiences.</p>	<p>Group discussion</p>
<p>TBC Week Dec 7th</p>	<p>Title: Course final test. Description: <i>pick up two competitors from one of the following industries and apply what you learn during the course:</i></p> <ul style="list-style-type: none"> • <i>fashion</i> • <i>motorcycle</i> • <i>supermarket chain</i> 	<p>Structure of the test</p> <ol style="list-style-type: none"> a. analyze the brands touch points strategy b. identify strengths and weaknesses c. prepare an improvements recommendation report 	<p>Team presentation</p>