

# Omnichannel, Dealing with complex strategies

SYLLABUS – Federico Barbieri

*12 hours*

BACHELOR'S DEGREE  
IN DIGITAL MANAGEMENT

# Omnichannel, Dealing with complex strategies

## DETAILED SYLLABUS

**Title:** Omni-channel strategy, why they all talk about it but nobody does it

**Description:** 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.

**What to do:** Study the pre-work material in order to be able to actively participate to the group work.

**Deliverables:** Group work presentation

**Title:** Omni-channel customer journey, how to design a complex matrix.

**Description:** 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.

**What to do:** The base is the same material of the first lesson, but you will be asked to get deeper in the analysis with guided questions.

**Deliverables:** Group work presentation

**Title:** Omni-channel strategy organizational models, the real challenge is not the tech.

**Description:** 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

**What to do:** The pre-work to study will be some organization charts and a KPI glossary.

**Deliverables:** Group work presentation

**Title:** Omni-channel customer experience, let's feel it on your own skin.

**Description:** 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.

**What to do:** 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.

**Deliverables:** Group discussion

**Title:** Course final test.

**Description:** pick up two competitors from one of the following industries and apply what you learn during the course:

- fashion
- motorcycle
- supermarket chain

Structure of the test

- analyze the brands touch
- points strategy
- identify strengths and weaknesses
- prepare an improvements recommendation report

**Deliverables:** Team presentation

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*Over 30 years of international experience in different sectors, Marketing & Communication training, first commerce experience in 2000 when Nike tested Nike ID for the first time in Europe with an interactive shop in Nike Town London. He began working in digital communication more actively at Nokia in 2006 when working with Wieden & Kennedy, one of the most creative agencies in the world, he launched the first interactive campaigns with consumer-created content from China to South America.*

*In those years he also worked with 8Inc (the architecture firm famous for having designed the Apple Stores) on the creation of an innovative flagship store for the relaunch of Nokia. This is one of the first attempts to use technology to enrich the shopping experience. The concept wins the Most Innovative Retail Concept Award in New York the year Apple opens its 5th Avenue store.*

*As SVP Digital and eCommerce in Kering, he launched the Joint Venture with Ynap in 2012 and in 2 years he quadrupled the online sales of the brands of the Group's Luxury Division. Federico worked on the first omni-channel strategies in 2013 for Kering, then for Intersport, Armani, Maison Margiela. The 360-degree collaboration developed with the Farfetch marketplace platform brought Maison Margiela to be the second best performing brand in 2019.*