

A woman with her hair in a bun, wearing a grey ribbed sweater, is sitting at a desk. She is looking at a laptop screen with a thoughtful expression, holding a credit card in her hand. The background is dark with vertical light streaks, suggesting a window or a modern office setting.


# Omni-Channel Experience in Retail

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Special Offer


# What is “Omni-Channel Retail Experience” Offer

A One-day workshop that will help your team to learn




How to enable seamless omni-channel experience both for online and offline

1



Which Microsoft technologies should be considered for modern omni-channel architecture

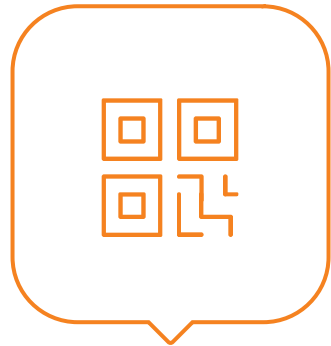
2



How to tailor retail best practice approach to your business needs

3

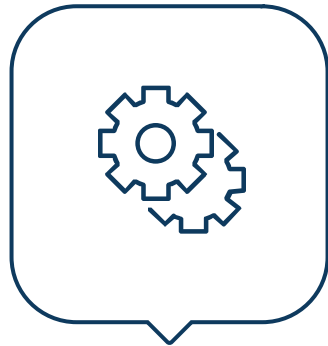
# Workshop in details



1

## Understanding your needs

30 min call prior to the workshop to customize it for your business specifics



2

## Introduction to modern omni-channel

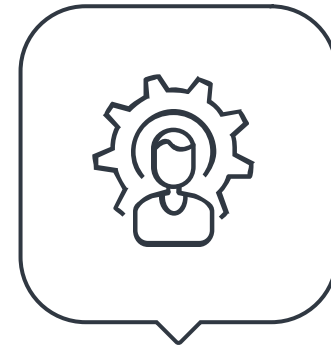
- Customers' perspective & needs
- Retailers' perspective & possibilities
- Gap in between



3

## Omni-channel enablement

- Architecture & best practice
- Technology considerations
- Business considerations
- Process considerations



4

## Demonstration

Demo of architecture set up based on common retail use cases



5

## Discussion

- Your unified commerce maturity mapping
- Future roadmap based on your requirements
- Q&A and next steps

# Workshop's Use Cases



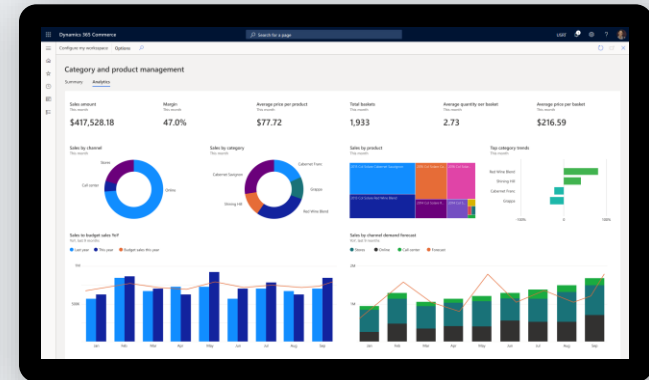
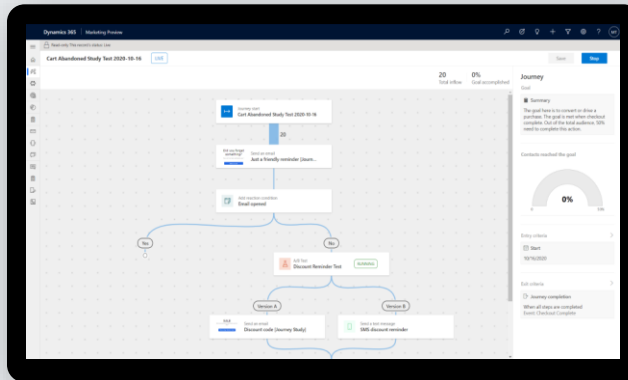
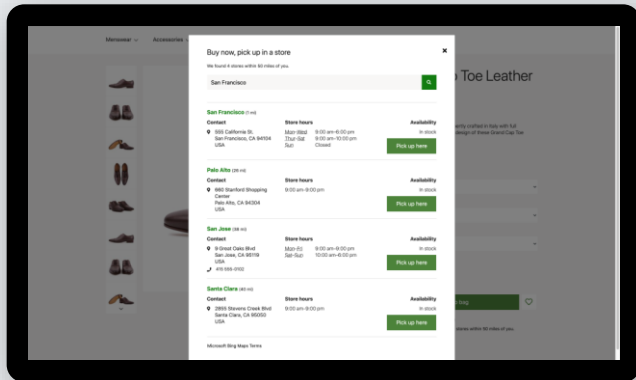
Buy online - pick up in store (BOPIS)  
Curbside pick up (BOPAC)



Buy in one store - pick up in another store  
Return / exchange anywhere

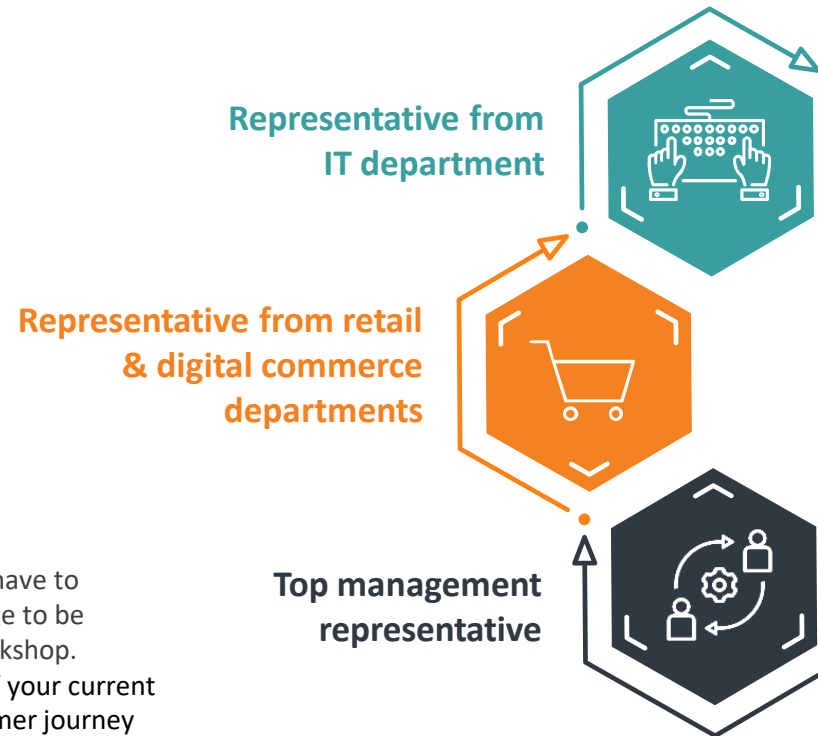


One customer profile across channels



# Good to know

## PARTICIPANTS



**Note:** You don't have to have IT knowledge to be a part of the Workshop. Understanding of your current processes, customer journey & future requirements is the most important thing

## OTHER DETAILS



**Columbus**<sup>®</sup> | Once you  
know how...