

Project „digiskill-retail“

Development and Use of flexible and digital tools for increasing digital skills of vocational students and employees in retail trade.

Evaluation – interview

"Digital skills in the retail industry"

Greece

Project duration: 01.09.2022 – 31.08.2024

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INFORMATION AND DATA LITERACY

Products and services of the training company (AO - training regulations, §4 paragraph 2 number 1

Introduction: In order to advise customers according to their needs, prospective salespeople and retail clerks need in-depth knowledge of goods. This is one of the key qualifications in retail.

Knowledge of goods includes knowledge of:

- the production
- the product characteristics
- the advantages and benefits
- the application and use
- the care, storage and, if necessary, disposal of goods
- alternative offers and of course the price of the goods

1. **What role do digital information sources play in your institution in imparting commodity knowledge?**
2. **How do you develop skills for data analysis of your trainees?**
3. **How do you teach your students to find the information in order to better advise customers on relevant product information?**
4. **How do you instruct your students to find information about recycling/reuse/reduce of products?**

The retail industry's success is heavily reliant on digital technologies, particularly in areas like inventory tracking, supply chain management, customer engagement, and marketing. To promote the use of digital tools and search through digital media, retailers can offer training and resources to employees, including online courses and workshops that cover subjects such as search engine optimization, digital marketing, and data analytics. Retailers can also promote the critical evaluation of internet content and sources by providing instruction on information and data literacy and urging employees to seek out multiple sources to validate information.

They train our students in data analysis by utilizing various tools and platforms, based on the industry or specific skills being taught. Trainees will need to use data analysis abilities at different points in their careers, and the type of data they analyze will differ based on the sector or job they're preparing for. Therefore, offering a thorough training program that covers data analysis skills at various levels is critical to ensuring that trainees are ready for their future roles.

The statement describes several approaches to improve the research and evaluation skills of students. These approaches include training on search techniques and source evaluation, providing access to industry-specific resources, promoting collaboration and knowledge-sharing among students, and using real-world examples and case studies to apply knowledge in practical situations. The ultimate goal of these approaches is to equip students with the skills to make informed decisions related to products and services.

They promoting sustainability education among students through various approaches. These include providing information on sustainability, circular economy, environmental impact, and waste reduction, and encouraging students to research and explore strategies for sustainability. Collaboration and knowledge-sharing among students, along with access to resources such as databases, research reports, and case studies, can help students develop a better understanding of sustainability. Practical experience with sustainable practices, such as recycling initiatives and waste audits, can also help students apply their knowledge in real-world situations. Overall, the goal is to promote sustainability awareness and action among students.

COMMUNICATION

Presentation of goods and advertising measures (AO - training regulations, §4 paragraph 2 number 2)

Introduction: Advertising is part of a company's communication policy. Customers need to know what services the trading company can offer them. Advertising is the communication with the customer to inform, maintain one's own image, create purchase incentives and build trust.

5. **Which communication channels do you use in the vocational school to prepare students to inform customers about advertising campaigns?**
6. **What methods do you use to enable trainees to use these channels? (Teaching methods)**
7. **How do you train your students to choose the right channel for communication with the customers?**

They use different methods to train students in the creation and implementation of advertising campaigns and the choice of the right communication channels with clients. These methods include providing training on marketing principles, teaching how to use digital marketing channels, encouraging creativity and innovation, and providing hands-on experience. Also training on channel selection, encourage research and analysis, and provide feedback and evaluation. Overall, the training methods can include classroom instruction, hands-on practice, case studies, group discussions, and feedback and evaluation from trainers and peers.

Overall, training methods may include classroom instruction, hands-on practice, case studies, group discussions, and feedback and evaluation.

COLLABORATION

Information and communication (AO - training regulations, §4 paragraph 4 number 3)

Introduction: In order to exchange ideas with colleagues or customers, digital media are increasingly being used today in addition to personal conversations.

8. **What digital technologies/media do you use to exchange information or for communication in the vocational school?**

Moodle, Zoom, Webex, and Jisk that allow users to host and join online meetings, webinars, and virtual classrooms.

9. In the classroom what internal communication channels do you use with your trainees/students?

- Communication platforms like Microsoft Teams and Zoom
- Social media platforms like WhatsApp and Viber
- Online surveys using Google Forms or SurveyMonkey
- Email/ Intranet/LMS like Moodle
- Telephone communication

10. What tools, platforms and other methods do you use to develop the co-creation and creativity/exchange of ideas of your trainees?

- mind mapping tools
- collaborative whiteboards
- online document collaboration platforms
- design tools
- project management tools

The specific tools and methods used, may vary depending on organization's policies, practices, and curriculum.

INFORMATION

Consulting of customers (AO – training regulations, §5 paragraph 3 sentence 1 number 2)

Introduction: In retail, customers today expect individual, needs-based advice and solutions to their problems as well as a clearly tailored benefit-related presentation. In order to advise customers according to their needs, sellers and retail merchant (KiE) must be able to recognize and analyse the latest trends in retail.

11. Which sources of information do you use in the classroom to observe, recognize and analyse (trade) processes?

Role-playing exercises, case studies, customer service scripts, communication, problem solving, conflict resolution

12. What are the tools and other ways to develop your trainee's digital customer service skills?- e.g., chatbot, company/store app, subscriptions, etc.

The goal is to teach customer service skills through various activities. The activities will focus on handling inquiries, resolving complaints, providing product guidance, managing orders, returns, and refunds, and maintaining customer satisfaction using different channels like phone, email, chat, social media, self-service portals, FAQs, knowledge bases, and forums. The importance of soft skills such as active listening, empathy, problem-solving, and communication will also be emphasized.

DIGITAL CONTENT CREATION

Online trading (AO – training regulations, § 5 paragraph 4 sentence 1 no. 6)

Introduction: More and more retail companies set up their own online shop in order to be present for their customers on various channels.

13. Do you integrate content from the elective qualification "e-commerce" into your company/your lessons for digital content creation?

The Digital Marketing course at the company includes e-commerce topics such as online marketing, web analytics, e-commerce platforms, and customer relationship management. The course uses lectures, discussions, hands-on exercises, and guest speakers, and may include specific tools for practical applications. However, the course does not integrate digital content creation due to lack of resources, relevance to the target audience, and alignment with organization goals. Incorporating digital content creation may pose challenges, so VET organizations should evaluate different approaches to ensure effectiveness and relevance.

14. In your opinion, which skills for digital content creation are particularly relevant for employees in their day-to-day work in retail?

Employees may have varying levels of knowledge in these areas depending on their background and experience, and some may lack certain skills.

The extent of skill gaps may vary depending on age and experience level.

E-learning can be a useful tool for training, but in-person coaching and training may also be necessary for personalized support and feedback.