

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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Evaluation interview "Digital skills in the retail industry"

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?**

Digital technologies are essential to the success of the retail industry, especially in supply chain management, inventory tracking, customer engagement, and marketing.

To promote the use of digital tools and search through digital media, retailers can provide training and resources to employees, such as online courses and workshops that cover topics like search engine optimization, digital marketing, and data analytics.

Retailers can also encourage the critical evaluation of content and sources on the internet by providing training on information and data literacy and encouraging employees to seek out multiple sources to verify information.

According to answers the vocational training institute, they can develop skills for data analysis among trainees by using a variety of tools and platforms, depending on the industry or specific skills being taught.

Trainees may need to apply data analysis skills at different stages of their career, and the type of data they need to analyze can vary depending on the industry or job they are preparing for. It is essential to provide a comprehensive training program that covers data analysis skills at different levels to ensure trainees are prepared for their future roles.

Various approaches to enhance the research and evaluation skills of students, such as providing training on search techniques and source evaluation. students may be given access to industry-specific resources, encouraged to collaborate and share knowledge, and taught through real-world examples and case studies to apply their knowledge in practical situations. These approaches aim to equip students with the necessary skills to make informed decisions regarding products and services.

Information on sustainability, including the circular economy, environmental impact, and waste reduction. Encourage students to research and explore strategies for sustainability. Promote collaboration and knowledge sharing among students. Provide access to resources on sustainability, such as databases, research reports, and case studies. Encourage practical experience with sustainable practices, such as recycling initiatives and waste audits, to apply knowledge in real-world situations.

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?**

Teaching marketing principles, digital marketing channels, creativity and innovation, and providing hands-on experience.

Train students on selecting the right communication channels with customers: channel selection training, encouraging research and analysis, and providing feedback and evaluation.

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 is an open-source learning management system that helps instructors create and manage online courses, assessments, and other learning materials. Also **Zoom**.

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?

Reports, sales data, customer feedback

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.

Role-playing exercises, case studies, simulations, online courses, communication tools to teach customer service skills . focus on activities such as handling inquiries, resolving complaints, providing product guidance, managing orders, returns, and refunds, and maintaining customer satisfaction . Use of channels such as phone, email, chat, social media, self-service portals, FAQs, knowledge bases, and forums to provide customer service support . Emphasize on the importance of soft skills such as active listening, empathy, problem-solving, and communication.

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?

They integrates aspects of e-commerce into their Digital Marketing course, covering topics such as online marketing, web analytics, e-commerce platforms, and customer relationship management

Teaching methods: lectures, discussions, hands-on exercises, and guest speakers

Specific tools may be used to demonstrate practical applications

No integration of digital content creation → lack of resources, relevance to target audience, alignment with organization goals

Incorporating digital content creation poses challenges → VET organizations need to 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?

The skills for digital content creation relevant to employees in retail may include:

- graphic design
- Copywriting
- Photography
- Videography
- social media management
- basic HTML and CSS
- search engine optimization.