

DIGITAL INNOVATION AND TRANSFORMATION | DIT-037

Digital Transformation in Retail

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Course content

Why Attend

Retail is being reshaped by e-commerce, mobile, data-driven personalisation, automation and new customer expectations. Retailers must integrate digital and physical channels to compete.

This Aractech course covers omnichannel strategy, digital customer journeys, retail data and personalisation, supply chain and inventory digitalisation, store technology, retail media, AI applications and transformation roadmaps.

Course Methodology

- Retail case studies
- Journey mapping
- Use-case workshops
- Group discussions
- Roadmap planning

Course Objectives

- Develop omnichannel retail strategies
- Design digital customer journeys
- Use data and AI for personalisation
- Digitalise inventory and fulfilment
- Apply in-store technology
- Plan retail digital transformation

Target Audience

- Retail managers and executives
- E-commerce managers

Course content

- Marketing and CRM professionals
- Supply chain managers

Course outline

Detailed course outline

Day-by-day outline for Digital Transformation in Retail.

Day 1 - Retail Disruption

- 09:00-09:45 | Retail trends
- 09:45-10:30 | Customer expectations
- 10:30-11:00 | Omnichannel
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Omnichannel (continued)
- 11:45-12:30 | Competitive landscape
- 12:30-14:00 | Exercise: Channel assessment

Day 2 - Customer Journeys

- 09:00-09:45 | Digital journeys
- 09:45-10:30 | Mobile and apps
- 10:30-11:00 | Loyalty
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Loyalty (continued)
- 11:45-12:30 | Personalisation
- 12:30-14:00 | Workshop: Journey map

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Day 3 - Data and AI

- 09:00-09:45 | Retail data
- 09:45-10:30 | Recommendation engines
- 10:30-11:00 | Pricing analytics
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Pricing analytics (continued)
- 11:45-12:30 | Demand forecasting
- 12:30-14:00 | Case study: AI in retail

Day 4 - Operations and Stores

- 09:00-09:45 | Inventory visibility
- 09:45-10:30 | Fulfilment models
- 10:30-11:00 | Store technology
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Store technology (continued)
- 11:45-12:30 | Retail media
- 12:30-14:00 | Exercise: Fulfilment design

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Day 5 - Transformation

- 09:00-09:54 | Roadmap
- 09:54-10:48 | Organisation
- 10:48-11:00 | Change management
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Change management (continued)
- 12:12-13:06 | Value measurement
- 13:06-14:00 | Capstone: Retail transformation plan

Seminar dates

Available seminar dates

Live dates and pricing for Digital Transformation in Retail generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Rome	Classroom	€3,460
21 - 25 December 2026	Kuala lumpur	Classroom	€1,925
18 - 22 January 2027	Vienna	Classroom	€3,225
15 - 19 February 2027	Barcelona	Classroom	€2,815
15 - 19 March 2027	Cape Town	Classroom	€1,625
19 - 23 April 2027	Frankfurt	Classroom	€1,875
17 - 21 May 2027	Barcelona	Classroom	€2,815
21 - 25 June 2027	Frankfurt	Classroom	€1,875
19 - 23 July 2027	Rome	Classroom	€3,460
16 - 20 August 2027	Kuala lumpur	Classroom	€1,925

Seminar dates

Available seminar dates

Live dates and pricing for Digital Transformation in Retail generated from the course details page.

Date	Location	Format	Fee
20 - 24 September 2027	Vienna	Classroom	€3,225
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Paris	Classroom	€3,825
20 - 24 December 2027	Frankfurt	Classroom	€1,875
2 - 6 November 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

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Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
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