BLACKBIRD FOR TRAINING

Digital Technologies in Retail

15 – 19 February 2027
Vienna (Austria)



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Introduction

The retail industry is undergoing one of the most profound transformations in its history. Driven by rapid technological innovation, changing consumer behavior, and increased competition, Digital Technologies in Retail have become a strategic necessity rather than an option.

From data analytics and artificial intelligence to automation, IoT, and immersive experiences, digital technologies are reshaping how retailers engage customers, optimize operations, and deliver personalized experiences. This program enables participants to understand and apply cutting-edge digital tools that enhance retail performance, strengthen customer loyalty, and sustain growth in a fast-changing marketplace.

Course Objectives

By the end of this course, participants will be able to:

- Understand the evolution and key drivers of digital transformation in retail.
- Identify and apply digital technologies that improve retail operations.
- Analyze data to enhance customer engagement and personalization.
- Integrate omnichannel strategies to create seamless shopping experiences.
- Use automation and AI to optimize inventory and supply chain performance.
- Evaluate the impact of emerging technologies such as AR, VR, and IoT on retail.
- Design digital strategies that align with organizational goals.
- Measure the return on digital investments using performance metrics.

Course Outlines

Day 1: The Digital Transformation of Retail

- Overview of the modern retail landscape and technological disruption.
- Key factors driving digital adoption in retail.
- Understanding consumer behavior in the digital era.
- Digital transformation framework and success models.
- Case discussions: global examples of retail digitalization.
- Workshop: mapping the digital maturity of a retail organization.



Day 2: Data Analytics and Consumer Insights

- The role of big data in understanding retail performance.
- Tools and methods for collecting and analyzing customer data.
- Predictive analytics for sales forecasting and demand planning.
- Using analytics to improve pricing and promotions.
- Real-world case: customer segmentation and behavioral patterns.
- Practical exercise: designing a data-driven retail dashboard.

Day 3: Omnichannel Retail and Customer Experience

- Evolution from multichannel to omnichannel strategies.
- Integrating online and offline customer journeys.
- Enhancing personalization through CRM and AI tools.
- The importance of customer experience CX design in retail.
- Case analysis: successful omnichannel implementation.
- Interactive task: creating an omnichannel retail experience plan.

Day 4: Automation, AI, and Smart Operations

- How automation enhances operational efficiency in retail.
- AI applications in inventory management and customer service.
- Robotics and intelligent logistics in retail operations.
- Leveraging IoT for real-time store performance monitoring.
- Balancing technology adoption with human interaction.
- Group session: designing a smart retail operation model.

Day 5: Emerging Technologies and the Future of Retail

- Exploring AR, VR, and Metaverse applications in retail environments.
- Blockchain for supply chain transparency and secure transactions.
- Sustainable retail and green technologies.
- Evaluating the ROI of digital investments.
- Developing a digital innovation roadmap.
- Final project presentation and feedback session.



Why Attend This Course? Wins & Losses!

- Gain a deep understanding of how digital technologies are reshaping retail.
- Develop strategies to integrate AI, analytics, and automation effectively.
- Improve customer engagement through data-driven personalization.
- Build omnichannel systems that align with modern consumer expectations.
- Enhance operational efficiency through digital optimization.
- Learn to evaluate new technologies and measure business impact.
- Strengthen leadership in driving digital transformation within retail organizations.
- Prepare for the future by embracing innovation and adaptability.

Conclusion

The future of retail lies in digital excellence. Digital Technologies in Retail empower businesses to move beyond traditional models — enabling them to anticipate customer needs, optimize every process, and build value-driven relationships that last.

Through this course, participants gain the vision, knowledge, and tools required to transform retail operations into agile, intelligent, and customer-focused ecosystems. Adopting these technologies is not just about staying competitive — it's about leading the future of retail innovation.

