unext

From Reactive To Proactive: Solutioning A Bipartite Training Program For A Global Retail Giant

How UNext Enabled Retail Innovation Through Advanced Analytics Training

Overview

Why be in line when you can be online?

$7tn is the value online global retail sales is expected to surpass by 2025. Interesting reports reveal that **mobile commerce** accounts for **67.2%** of all the sales and that **56.6%** of the customers **preferred online shopping** over in-store shopping.

With eCommerce further diversifying into fragments of micro-economies such as social media commerce, customers have more avenues to shop from.

As festivals attract more customers – both in store and online – retail businesses must ensure they are prepared to support shoppers' demand and deliver a seamless shopping experience.

One such **retail giant** wanted to **deploy** niche technologies such as **data science, analytics, and visualization** to deliver an impeccable omnichannel shopping experience and prepare better in terms of customer service, conflict resolutions, order fulfillment, and reward programs to customers.

Find out how **UNext** strategized a learning intervention by understanding the intricate demands of the prominent organization and implemented an outcome-based experience embedded with a skills mapping methodology, for maximized learning ROI.

Strategizing A Bipartite Training Program For A Global Retail Giant

The Problem Statement

The partnering client's operational philosophy has been **mostly reactive** in addressing customer concerns. This methodology increased resolution times, customer dissatisfaction, and inefficiencies in resource allocation, impacting customer satisfaction and quality of service – two factors which are of paramount importance in the eCommerce space. The concern has been not just predominant for mobile and eCommerce but with in-store footfalls as well.

The enterprise lacked the strategies to leverage the potential of core emerging technologies and move away from a reactive to more proactive and predictive methodologies of service delivery. With an aim to harness the treasure chest of data it houses and nurture data-driven decision making, it approached UNext to deliver a solid program.

The goal was to instill competencies in data science, analytics, and automation with key emphasis on **proactive, prescriptive, and predictive analytics models.**

The Solution

UNext identified the complexities of the training requirement. It understood that the demands of the partnering client pointed out two outcomes –

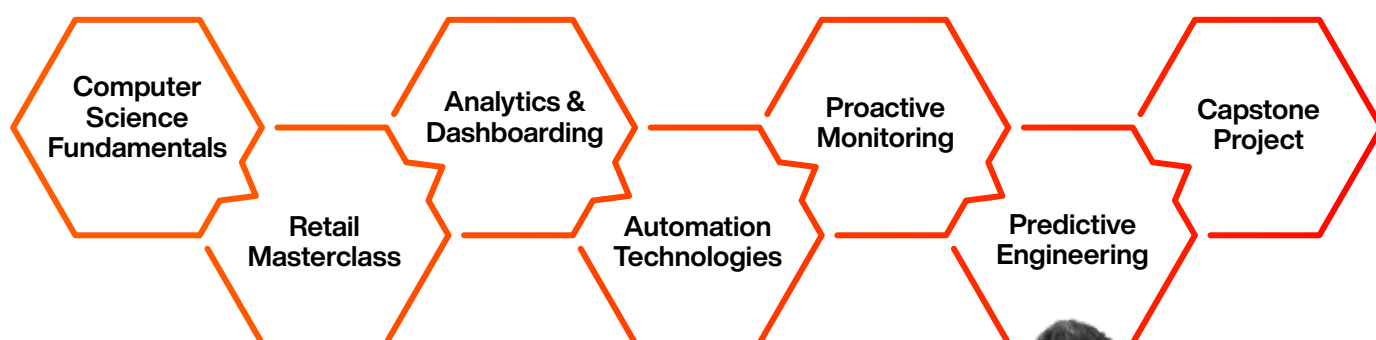**To enable data-driven decision making through specific analytics techniques**

To instill capabilities in its technical workforce to design and implement pipeline automation solutions to gain a competitive edge in the market

That's why we recommended a **bipartite program consisting of Advanced Analytics and Product Engineering** chapters with strategically incorporated outcome-specific modules.

Program I: Advanced Analytics

In order to move from reactive to proactive, harnessing historical data and understanding the language of it is crucial. With the sensibilities of what has happened, it is natural to detect patterns in recurring concerns and be proactively prepared to tackle them – or in the best case, mitigate them.

So, the preliminary goal was to empower the workforce with the capabilities to work on data analytics tools and techniques and uncover patterns in the abundantly available historical data. We implemented an ideal program design, which had the following modules:

Computer Science Fundamentals

Analytics & Dashboarding

Proactive Monitoring

Capstone Project

Retail Masterclass

Automation Technologies

Predictive Engineering

Considering the fact that not everyone in the participating workforce had an exposure to computer science fundamentals and concepts, the program kickstarted with a refresher module on Java programming, database fundamentals, and more. Then the sequence progressed linearly with learnings on proactive monitoring, analytics, strategizing automation, and predictive modelling.

The **4-month Advanced program** also involved a specific **Retail Masterclass** to bring in an in-depth understanding of the retail space in the technical workforce. This was to nurture behavioral aspects and the functioning of stores to better come up with models and solutions to optimize service delivery.

Learning Outcomes

By the end of the program, associates developed following proficiencies:

Leverage data analysis tools and techniques	**Implement automation strategies for efficient ticket routing**	**Proactively monitor to identify patterns and potential issues**

Capstone Project

The program also demanded associates to implement a capstone project that required them to demonstrate the learning in one of the below capabilities:

Utilize historical ticket data to predict common technical issues

Implement automation to categorize and route tickets based on predictions

Develop a proactive monitoring system to identify emerging trends and issues before they impact customers
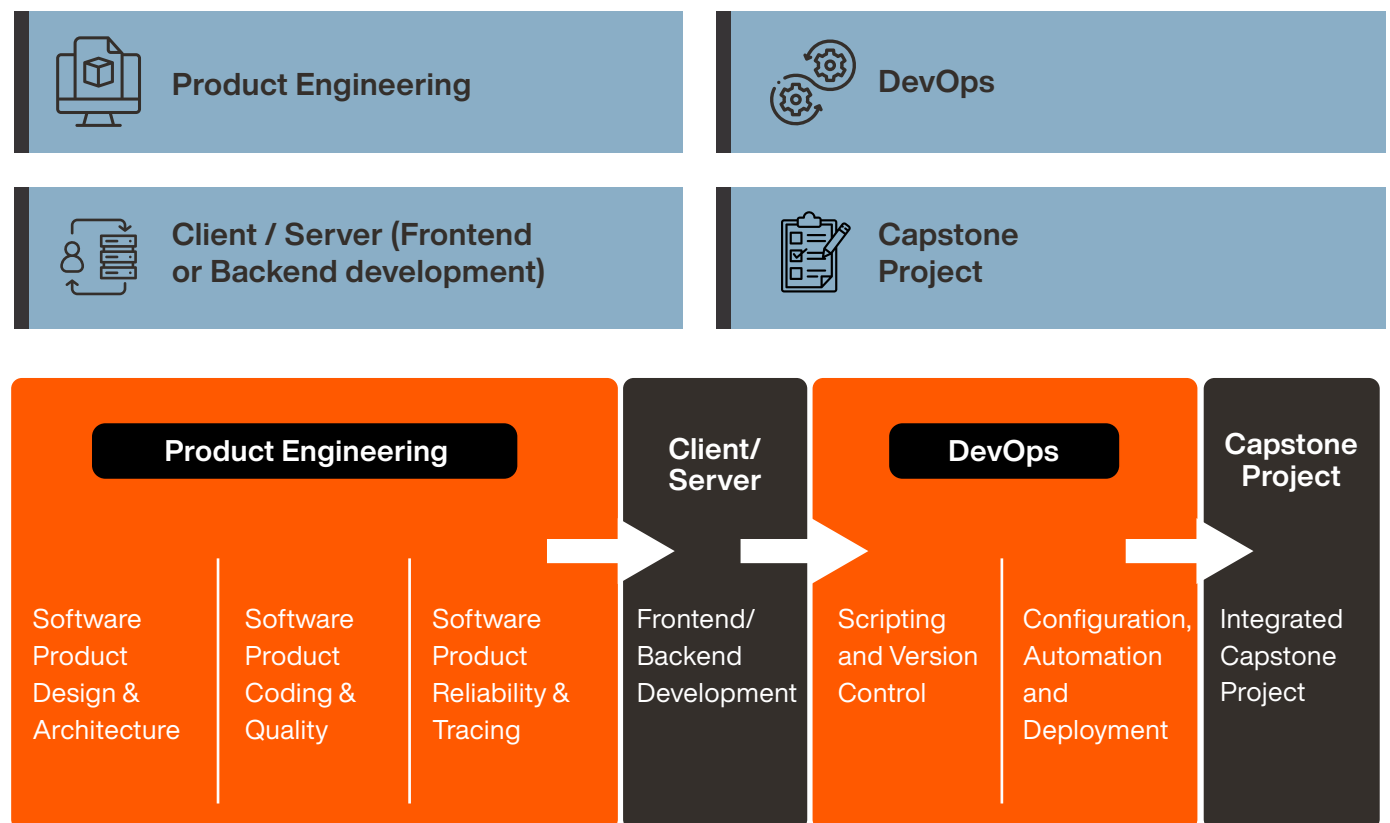
Program II – Product Engineering

With the participating workforce gaining not just knowledge but hands-on exposure in data analytics and modelling, it was time to unlock further niche competencies. Interactions revealed scope to optimize product engineering capabilities as well.

This was the focus point of Program II, where a solid training intervention to tackle the absence of the capability in associates to **design and implement pipeline automation**. This has resulted in the organization experiencing inefficiencies, delays in product releases, and challenges in maintaining consistency across various product lines.

Program Design

To address this problem statement, we instrumented a comprehensive **6-month end-to-end solution** that included four core aspects:

Product Engineering	DevOps
Client / Server (Frontend or Backend development)	Capstone Project

Product Engineering

Software Product Design & Architecture	Software Product Coding & Quality	Software Product Reliability & Tracing

Client/Server

Frontend/Backend Development

DevOps

Scripting and Version Control	Configuration, Automation and Deployment

Capstone Project

Integrated Capstone Project

The sequential program enabled the participating workforce to refine their capabilities in software architecture and designing, clean coding, and software reliability. Besides, to decrease the software development cycle and optimize efficiency, the teams were also given training in DevOps methodologies including scripting, version control, automation, and deployment.

Learning Outcomes

- Gain expertise in product engineering principles

- Implement DevOps practices for seamless collaboration between development and operations

- Acquire skills in front-end and back-end development for a holistic understanding of the pipeline

Capstone Project

Similar to Program I, this intervention also required associates to design, develop and implement an e-commerce platform that could help them collaborate feature releases to ensure a seamless experience for the customers. The key focus was to embed **Agile methodology** as the project management approach in addition to an engineering approach for the solution development and deployment. This translated to the demonstration of the following capabilities:

- Develop a unified platform for version control, automated testing, and deployment

- Implement DevOps practices to streamline collaboration and communication

- Create front-end and back-end modules for a comprehensive, end-to-end automated product development pipeline

The Result

The bipartite program was a phenomenal success, and the participating employees were able to add immense value to the live projects they were deployed in. The Advanced program enabled them to be successful with:

Customer ticket prediction

Automated knowledge base updates

And proactive monitoring for product performance

The Product Engineering program helped them accomplish:

The development of a unified deployment platform

Work on cross-functional collaborative tools

And develop user-friendly dashboards for insights

Deploy In-demand Competencies In Your Retail Workforce With UNext

As the retail space continues to leverage the abilities of emerging technologies, we recommend strategic training interventions in your enterprise to arrive as a global market leader. If you have similar ambitions for your retail business to stay at the forefront of innovation and creativity, tailor a talent transformation program with us today.

About UNext

UNext (Part of Manipal Education and Medical Group) prioritizes 360-degree talent transformation through upskilling. We offer industry-relevant programs that help enterprises transform their talent through customized learning solutions across hierarchies. We have partnered with clients across IT-ITeS / BFSI / Automobiles / Healthcare / Manufacturing / Consulting / Retail / Pharma & more segments in training tech and non-tech audiences across various customized programs.

15+ years of providing learning solutions	**40,000+** Pre-joining programs
20,000+ Corporate bootcamps	**6,000+** Role based programs

We have partnered with clients across IT-ITeS / BFSI / Automobiles / Healthcare / Manufacturing / Consulting & more segments in training tech and non-tech audiences in emerging technologies through various customized programs.

Transform
Your Workforce With Us

By tailoring programs for diverse domains and market segments across distinct functional roles, we offer the most practical and relevant workforce transformation programs in the market. Our program ecosystems are designed to seamlessly tackle massive volumes of simultaneous cohorts so you can precisely implement your workforce transformation goals. Reach out to us today.

Reach out to us at
+91 90198 87000

Write to us for more details
corporate.solutions@u-next.com

unext