



## Certificate of Achievement

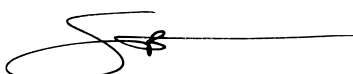
# Muhammad Usama Nadeem

has completed the following course:

**DIGITAL SKILLS: RETAIL**  
**ACCENTURE**

This online course explored the impact digital technology is having on the retail industry and what this means for retail employees and customers.

3 weeks, 2 hours per week



**Simon Blosse**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

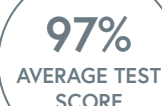
This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

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## Muhammad Usama Nadeem

has completed the following course:

### **DIGITAL SKILLS: RETAIL ACCENTURE**

A circular badge with a thin grey border. Inside, the text "97%" is in a large, bold font, with "AVERAGE TEST SCORE" in a smaller font below it.

**97%**  
AVERAGE TEST  
SCORE

Digital technology is transforming the world of retail. This course described how digital has created new ways for retailers and customers to connect. It explored the impact of this transformation, from data transforming customer experiences and operations, to the increasing impact of connected devices and automation and the new channels that digital enables. It also looked at what the different concepts and technologies mean for the future of retail and for those that work in this industry.

Retail in a connected world, automation, AI and the future of retail

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe how digital has created new ways for retailers and customers to connect
- Describe how digital can help retailers improve customer experience
- Explain what omni-channel means and understand the new channels digital enables
- Explain the increasingly important role that digital marketing and social media are playing in retail
- Describe how digital enables retailers to give their customers a more personalised experience

#### **SYLLABUS**

##### **Week 1**

Retail in the digital age and creating new customer experiences

##### **Week 2**

The power of customer data and using data behind the scenes

##### **Week 3**