



Beyond Retail



Clas
Ohlson

Discover e-Commerce Program

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Daniel Nilsson

Has successfully completed the Discover e-Commerce Program created by Beyond Retail & Clas Ohlson. The program covers the fundamentals in e-commerce and omnichannel and consists of lectures, workshops and knowledge tests. Within e-commerce and omnichannel, the sub areas covered are marketing, sales, product, pricing, assortment and logistics. Special attention has been placed on the customer experience and the use of artificial intelligence. After the completed course the participant is now an e-commerce ambassador within the Clas Ohlson organisation.



TRUE



SCAN TO VERIFY