# Let's go
Digital

Bbusinesss
L&D SOLUTIONS

Let's go Digital

● OVERVIEW

In Today's dynamic business environment and fast paced digital sphere it is essential to present our partners with trendy programs, upscale the learning and development experience and achieve more with less.

Bbusinesss is embarking on a novel approach to develop the participants' knowledge, and skills in Digital awareness and mindset. This proposal presents Let's go digital program in which its presented 100% in digital format that includes different interactive learning methods as stated later in the proposal.

The formation of Let's go digital program will have profound effect on Digital awareness; as it is much more than just knowing how to use a computer, Digital awareness means that one can understand and utilize technology in an increasingly interconnected world.
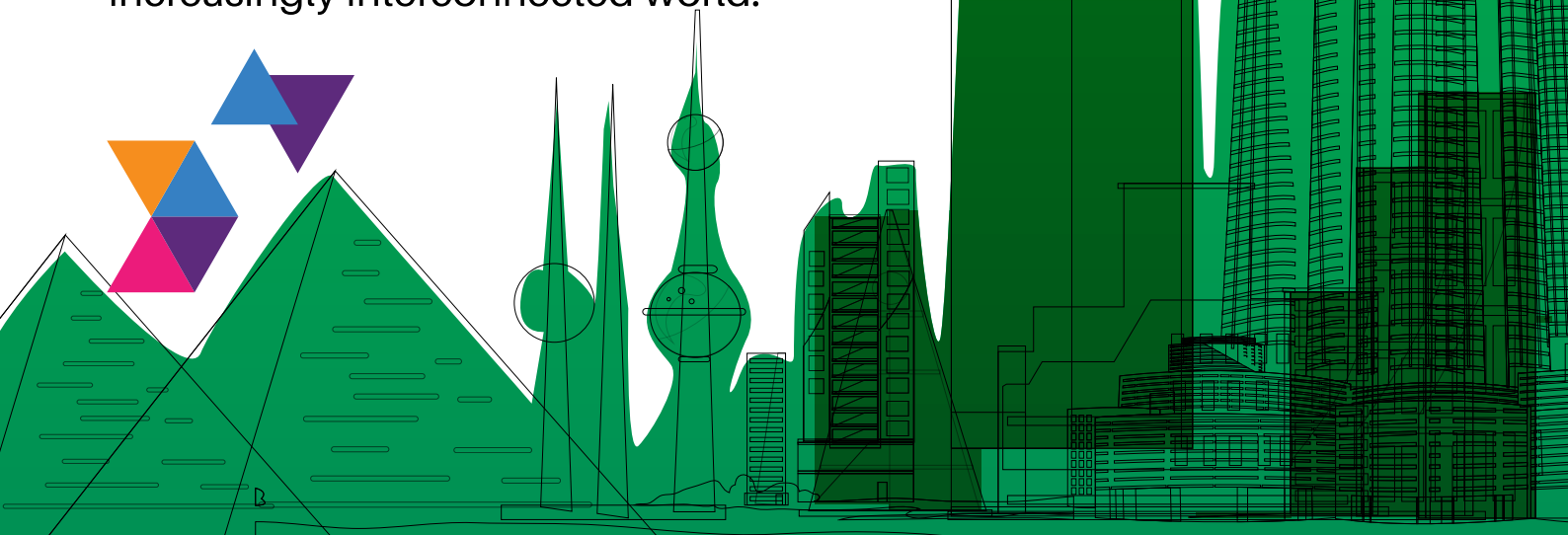
KEY MODULES

- **Introduction & Mindset**
  - The definition of "Digital Era"
  - Business Benefits of Digitalization
  - Business Opportunities That Digitalization Penetrates
  - Relation Between Internet of Things and Cloud Computing
  - Our current stand as an organization in the digital era
  - The traditional customer service mindset versus the digital one
  - The benefits of the transformation process to:
    - The Organization
    - The individual agent
    - The customer attention span in the digital era

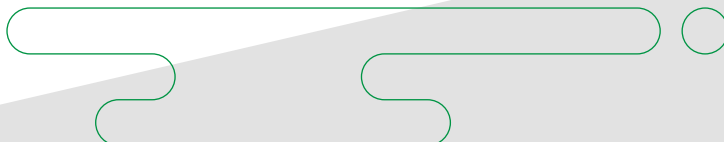- **Preparing Your Team for Digital Transformation**
  - Change Management
  - Technology Drive
  - Innovation in Relevant Processes

- **Digital Elements**
  - Digital Access
  - Digital Commerce
  - Digital Communication
  - Digital Literacy
  - Digital Security
  - Digital Health & Wellness

- **Digital Skills Required for Efficient Implementation**
  - TCEO Model
    - Think
    - Create
    - Engage
    - Optimize

KEY MODULES

- **Digital Research Factor**
  - Segmentation
 - Demographic/Psychographic Analysis

- **Data Collection**
  - Difference between internet of things and traditional data collection

- **Digital Marketing Strategies**
  - Competitors
  - Customers
  - Business
  - Environment

- **Digital Optimization Tools**
  - Search Engine Optimization
    - Basic Listing
    - Pay Per Clicks
  - Social Media Channels
  - Social Media Strategy
  - Email Marketing
  - Mobile Marketing
  - Online Advertising

SIMULATION

GAME BASED

VR

SCENARIO BASED

VIDEO BASED

RESPONSIVE LEARNING
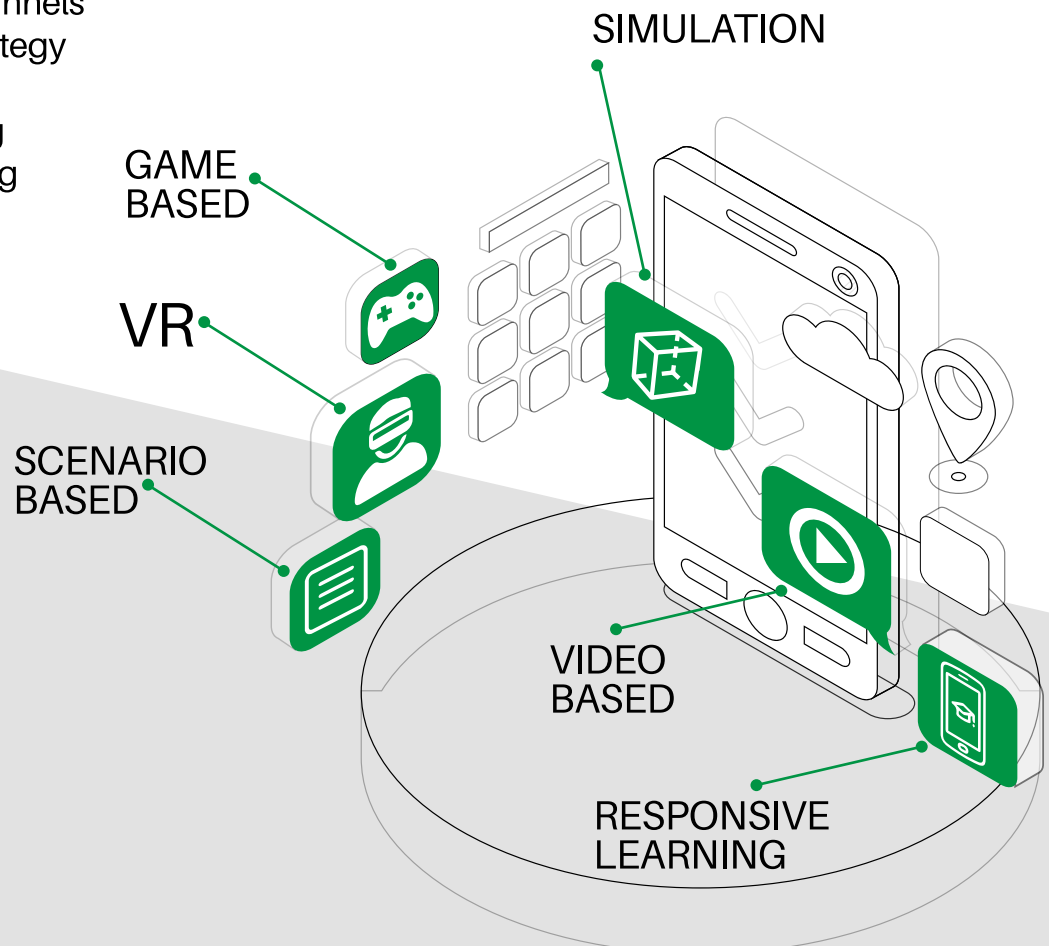
LEARNING OUTCOMES

● **After completion of the workshop, participants will be able to:**
- Understand the benefits of digital transformation
- Understand the various types of digital channels
- Take your customer service skills digital (Online & App)
- Enhance digital objection and complain handling techniques
- Understand how to build digital rapport and positive online image
- How to influence the customers using the digital tools
- Be ready and prepared for a smooth digital transformation
- Enhance writing and questioning skills through online communication
- Apply tools and strategies to build customer relationships digitally

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