

Omnichannel Development

The Company provides training to develop omnichannel skills to suit the various job types of each business group, which it integrates operations between retail and online. This year, outstanding projects include the Omnichannel Operation - New Sales Channel project.

Omnichannel Operation – New Sales Channel Project

The Company created this project to train sales staff to understand the needs of customers using omnichannel platform services and learn how to do retail across multiple channels. This includes training on strengths and limitations of each type of retail channel.



Chat and Shop



Facebook Live



Telemarketing

Objective	Content
Employees can serve customers through non-voice service.	Techniques for answering customer questions with attentiveness and care. Techniques for answering customer questions in the event that employees do not have information about the products.
Employees can serve customers through demonstration presenter channels.	How to win over customers with your answers What to do when you have run out of products
Employees can provide customer service through voice service channels.	Important factors affecting telephone communication. Manage customer expectation continuously to increase sales

1,351 Total participants

Investment of **100** million THB in employee training

Average training hours of all employees

Gender	Hour/person/year
Female	9.76
Male	8.97
Total	9.37
Average training hours	9.45

Total of **24,000** employees participating in all types of training.

Average training hours of employees at each level

Level	Hour/person/year
Executive level	8.90
Manager level	10.18
General level	8.99

Total of **250** training courses developed

Performance and Career Development Review

Employee	Percentage
Female	100
Male	100
Executive level	100
Manager level	100
General level	100