

TRANSCRIPT

Introduction to eCommerce Accelerator Hub & Programme

Welcome to the eCommerce Accelerator: Unilever's first global learning programme designed and developed specifically to drive your knowledge, your understanding and awareness of all things eCommerce. Say whether you're an online amateur or a digital ninja, we're giving you the tools to be better informed, more empowered and future-fit for the fast-moving world of eCommerce.

The ULE have given a clear message about eCommerce and how it's changing how we work and how the world operates, and here's a reminder:

Firstly, eCommerce is the key growth driver for our company. Secondly, it's the fastest growing channel in retail *and* for our business. And thirdly, as more and more of our shoppers migrate online, start shopping omnichannel, accessing our brands anytime, anywhere – this channel will only play an ever more significant role in the fortune of our business and brands in the future.

As we and the world around us embrace digital more and more – to maintain relationships, work from home, buy groceries, do dance routines on TikTok (just me?) – eCommerce is changing the way everyone at Unilever works.

Whether your current role requires you to work more closely with eCommerce or not, our aim is to accelerate your awareness and knowledge so we can be more adaptive, ambitious and future-fit. Informed and empowered, we can pioneer the future of commerce together.

So, how can the eCommerce Accelerator support you?

Whether your knowledge of eCommerce is Joe Bloggs basic or Jeff Bezos brilliance, our mission is the same: to ensure everyone is equipped with the skills to be agile in the face of the changing nature and digital transformation of our sales, marketing and distribution channels. We know it can be a complex marketplace, but we also believe that collective knowledge leads to collective power, enabling us to win in eCommerce today *and* tomorrow.

With loads of practical content for you to learn from, our collection of digital digestibles combines external best practices insights from Econsultancy with our own internal eCommerce approaches and experience.

This is a learning journey that you can complete in your own time and it is tailored to your current level of knowledge, with each track lasting approximately 45 minutes. So, clear the diary, switch your brain to drive a different channel, and help *us* drive *your* personal development.

Because we know it'll be worth it. Not only will you be investing in our collective future, once you complete the programme you'll be awarded a certificate, including CPD credits that can be applied externally to meet your annual requirements for professional associations, as well as that you'll have badges that you can use on your LinkedIn profile and email signatures. Consider yourself an eCommerce graduate, just minus the student debt.

What's more, the learning doesn't end there. By taking part in the eCommerce Accelerator programme, you will also receive a subscription to eConsultancy.com, which gives you access to a full library of eCommerce research and expertise, along with free invitations to exclusive members-only events throughout the year. Win, win.

So, why wait. Let's get started!

Firstly, we would like to ask you to complete a short online assessment so we can benchmark your current knowledge and understanding of eCommerce. It should only take 30 minutes of your time to complete and will give you an eCommerce Skills Index Score, which will only be seen by you, we promise. Then you will be able to identify your areas of strength and areas where you will gain from further learning.

Knowing how you score helps direct you to the best Accelerator level for your needs: from Essentials (covering the essential knowledge to be informed); to Enhanced (for those involved in the process to get more empowered); to Elite (for the eCommerce experts amongst us who want to stay future-fit). Within these pathways you'll find five in-depth zones of information and training content that will further accelerate the foundations you already have. It's yours for the taking.

Here's a run-down of what you can learn:

Want to gaze into our crystal ball and see how we can predict the future of retail? That's all in Zone 1 – Understanding the Retail Landscape.

You'll learn more about the most exciting trends and cutting-edge developments in retail today, including exactly what shoppers want more and more of and why. Clue: it's got a lot to do with convenience. You'll also get an insight into the vast range of eCommerce-enabled retailer models and how we can work with them (consider this an official leg up, courtesy of us) and you'll see how Unilever is planning to win across all types of eCommerce and what it takes to succeed in selling online.

Want the fast-track on how we adapt in eCommerce? That's all in zone 2 – Designing a Channel-Fit Portfolio.

You'll gain a deeper understanding of how we go about designing and adjusting the product portfolio to fit for digital channels and different distribution models. Think of this as an eCommerce workout, we show you how to put our products through their digital paces.

Want to know the secret to getting to number 1 in the search rankings? I think we all do. That's all in zone 3 – Developing Content that Converts.

We'll show you how to develop the eCommerce Content that really Converts, the digital holy grail. You'll see our magic formula for how we ensure that our products are unmissable among all that sea of stuff when shoppers search online, and how we can flex our muscles and maximise every conversion.

Want to know how to get our shopper over the line? Well that's all in zone 4 – Creating & Capturing Demand.

We will explore how we create and capture more demand online by investing in the right products, the right media opportunities on retailer websites and ensuring the right mechanisms are there throughout the path to purchase. It's our secret recipe and we're letting you in on it.

And finally, want to know how to achieve that Jeff Bezos brilliance? Well, almost?

That's in our last learning bundle, Zone 5 – Enabling Brilliant Execution. You'll find out what it takes to execute eCommerce efficiently and effectively through smart data, our agile supply chain and smart ways of working. Did I mention this was smart?

So, without further ado, we cordially invite you to get on the frontline and be informed, empowered and future-fit with our eCommerce Accelerator. Not only will it support your career development at Unilever, but it will enable us to deliver, drive and thrive on our eCommerce excellence.