



## Meet Genie and Skills Retention System

An innovative interactive tool that delivers personalised training pathways by initially checking current knowledge and awareness of footwear SMEs about online cross-border sales and then provide personalised strategies composed of phases in order to improve their performance at their own time and pace. Genie helps you to check your current knowledge and awareness about online cross-border sales ("AS-IS" situation) and then provides personalised strategies composed of phases in order to improve your performance ("TO-BE" situation).

The "Genie" is interactive and allows you to choose actions to implement in each phase in order to implement your strategy at your own time and pace. The actions and supporting content for implementing the strategies are available for you in the form of all inclusive 'action cards'. Initially, the Genie will receive inputs from the first layer of personalisation, the "Situational" layer which will be partly populated by your profile with information about your type of business, the size, the location, the turn over from online sales, etc.

Then, the Genie will prompt you to provide information about your current practices in relation to e-Commerce, digital marketing and online sales in general in order to populate the second layer of personalisation, the "Behavioural" layer.

Based on the information from these two layers the Genie will provide the most useful actions and information based on your profile that are most relevant for you.

The actions are grouped into six modules:

- 1 Ordering
- 2 Payment
- 3 Communication
- 4 Delivery
- 5 Overall Service
- 6 Promotion

Then the Skills Retention System allows you to evaluate yourself and enables you to note areas within each module that you improved on, as well as successful areas. If there were actions that you were able to implement the SRS will direct you back to them so you can revisit the information and fill your gaps.

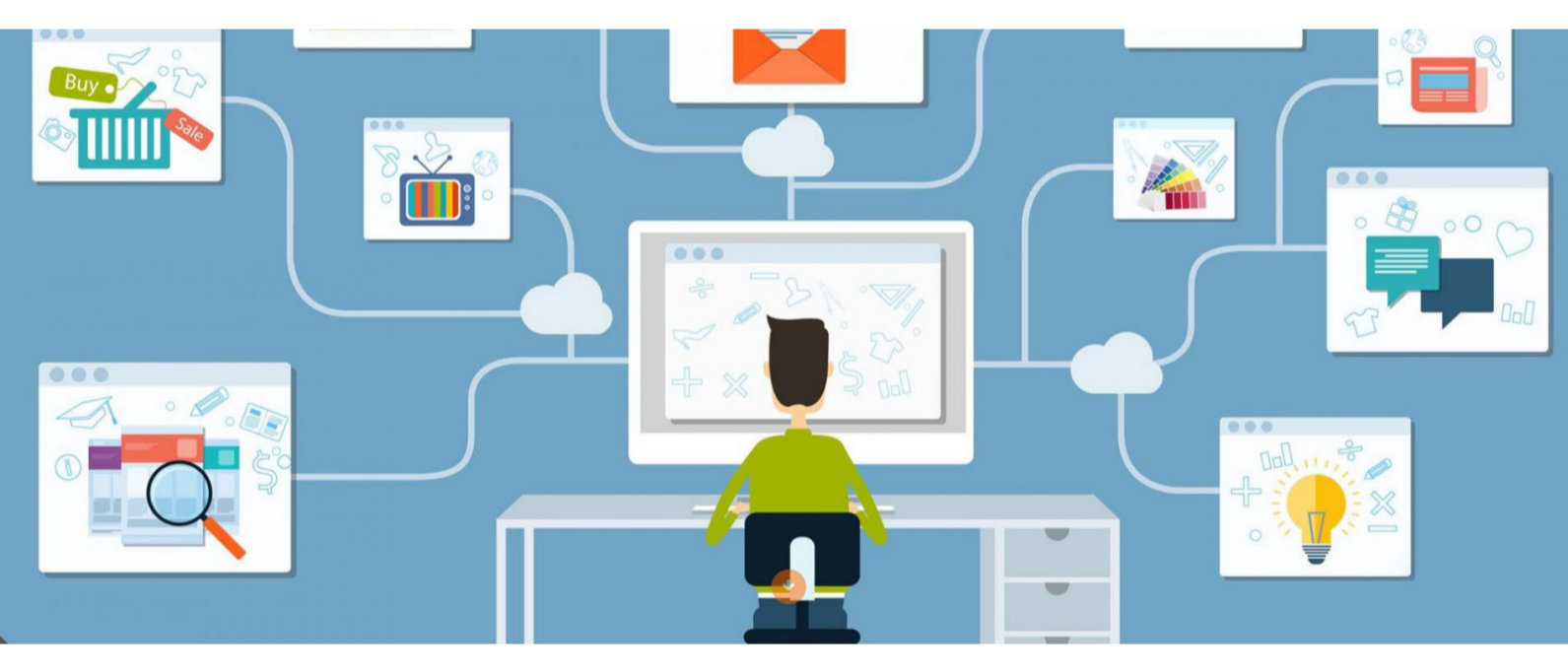
The impact for your company will be significant as you will be able to use such filters to interact with the strategy devised for you by the Genie and execute the actions which fulfill the strategy at your preference and immediately witness the benefits on your balance sheet.

## Open Badges Recognition of your achievements!



Open Badges are verifiable, digital awards, issued to individuals for learning or displaying skills or knowledge, or successfully undertaking a specific task or activity. BOOST4Shoes offers seven badges. When you have completed a

module you will receive an open badge one for each of the six modules and another for completing every module. When you will have all the badges you will be able to use the e-commerce strategy to your business.



## Join the BOOST4Shoes ACADEMY

BOOST4Shoes ACADEMY, assisted by the social media groups dedicated to BOOST4SHOES FaceBook and Twitter and powered by the resources made accessible through the website, serves as an online active community for facilitating the adoption of the BOOST4SHOES training programme and resources and for sharing knowledge and experiences in the wider area of e-Commerce. Academy is a free online resource for trainers, learners providing relevant up-to-date information on the platform functionality and courses as well as information on its uses.

**The BOOST4SHOES ACADEMY provides resources for professionals of the European footwear industry to be in a position to:**

- Develop a set of competencies and learning outcomes in line with European quality standards.
- Enhance their daily on-the-job activities in relation to digital strategies for cross-border sales.

- Implement online strategies boosting cross-border sales that will lead to an improved balance sheet.
- Improve professional activity in terms of lowering costs while increasing online revenues.

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**BOOST4SHOES ACADEMY allows you:**

- to submit your issues/questions to the BOOST4SHOES community.
- to gain real-time online help for your problem or for assistance during the execution of your BOOST4SHOES workshop.
- to have access to the collective wisdom of the online community of the project, become an active member and help others with the training programme.

