



Worksheet 8: Digital commerce terms answers

Digital retail trends

code multi-distribution self-service channels competitive
omnichannel click-and-collect

Many retailers offer omnichannel retailing where the retailer aims to offer customers a seamless shopping experience across all channels. This trend in retailing is used by a growing number of retailers as they look to offer multi-distribution channels to customers. These retailers often offer customers click-and-collect services where the customers can pick-up their goods at the store through a security code sent to their phone. Also, in response to these trends, many stores have introduced more self-service options in place of personal service. This can create a competitive advantage for retailers.

Computerisation of commercial transactions

store e-receipt email electronic payment automatic
computers scanners

The documents used in commercial transactions are processed using computers. Records of regular customers can be kept in the electronic files, enabling automatic mailing lists to be assembled. Digital signatures are used as a stamp of authentication on digital documents such as email messages. Courier services also make use of handheld devices, such as scanners, to reduce the amount of paper waste. Handheld devices can capture signatures of customers on delivery and store them for future reference. An e-receipt is a digital document that a salesperson provides after they have received payment for an item. It can be sent via email or downloaded from the payment management system.