**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *IHF* |
| **Name of the module to which the case study is assigned:** | *Module 2:* *Innovation and exploiting opportunities* |
| **Title of the case study:** | *Amazon's Innovative Use of Data and Technology in Online Shopping* |
| **Description of the case study:** | *Amazon, the largest online retailer globally, is an exemplary case of how data and technology innovation can revolutionize an industry. Amazon has been using technology to enhance the online shopping experience for its customers since its establishment in 1994. The company's emphasis on innovation has enabled it to stay ahead of its competitors and maintain its position as the top online retailer.*  *One of Amazon's most notable innovations is its use of data to personalize the online shopping experience. Amazon collects vast amounts of data on customer behavior, such as purchase history, search queries, and browsing activity, to create personalized product recommendations and targeted advertising. This personalized approach has helped Amazon build customer loyalty and increase sales.*  *Amazon has also used technology to improve the logistics of online shopping. The company's advanced supply chain management system ensures fast and efficient delivery of products to customers. Amazon's use of robotics in its warehouses has helped streamline operations and reduce costs. The company has even experimented with drone delivery to further improve its logistics capabilities.*  *In addition to its use of data and technology, Amazon has also innovated in the area of customer service. The company's 24/7 customer support and easy returns policy have helped build trust with customers and encourage repeat business. Amazon's customer-centric approach has set a high bar for customer service in the online retail industry.*  *Amazon's innovative approach to data, technology, and customer service has helped the company become a best practice of innovation in business. The company's success is a testament to the power of innovation in driving growth and success in the ever-evolving world of online retail.* |
| **Link for further information:** | *https://www.aboutamazon.com/news/innovation-at-amazon* |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |