



WP 6

National Report Austria

Testing UFCD 4/5-1 - E-Commerce Basics

Testing Recognition Tool

UC 4 - To do the post-sale monitoring through interactive or digital means
UC 5 - To handle and monitor customer complaints through interactive or digital means

March 2018





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Introduction

The trade sector is one of the most dynamic sectors in the European Union and is undergoing major changes. The also in Austria ever-growing e-commerce sector offers new opportunities for companies and their employees and changes the behavior and expectations of consumers.

Following the application form Austrian partners organized trainings using the contents of "UFCD 4/5-1 - E-Commerce Basics" developed in WP4. A total of 34 participants attended the training courses, which were realized in two editions, with 16 and 18 participants each.

Beside that a tool for recognition of competences in the fields of "UC 4 - To do the post-sale monitoring through interactive or digital means" and "UC 5 - To handle and monitor costumer complaints through interactive or digital means" developed in WP 5 was tested, in order to detect training gaps within the users and to guide them to current and future training course editions.

Following you find the detailed report of the Austrian testing phase based on the guidelines established by the WP leaders, enclosing the methodology used to implement the WP activities and the results of the testing at national level.

Description of activity

UFCD 4/5-1 - E-Commerce Basics

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A survey of employers and managers in the trade sector as well as trade workers and works councils made it clear that there is a massive need for training courses in the area of "e-commerce". The EU project ALL-ECOM, the Styrian Chamber of Commerce and nowa developed this training module in close cooperation with the Wifi Styria.

Objectives of UFCD

- ➔ Recognize general e-commerce basics
- ➔ Identify the role and function of e-commerce
- ➔ Use interactive and digital media to increase processes
- ➔ Identify the e-commerce principles
- ➔ Identify the critical factors of the commercial communication on the internet
- ➔ Interpret and apply standards and legal regulations related to information security
- ➔ Create, edit and manage customer data in a mail-application

Previous knowledge of participants

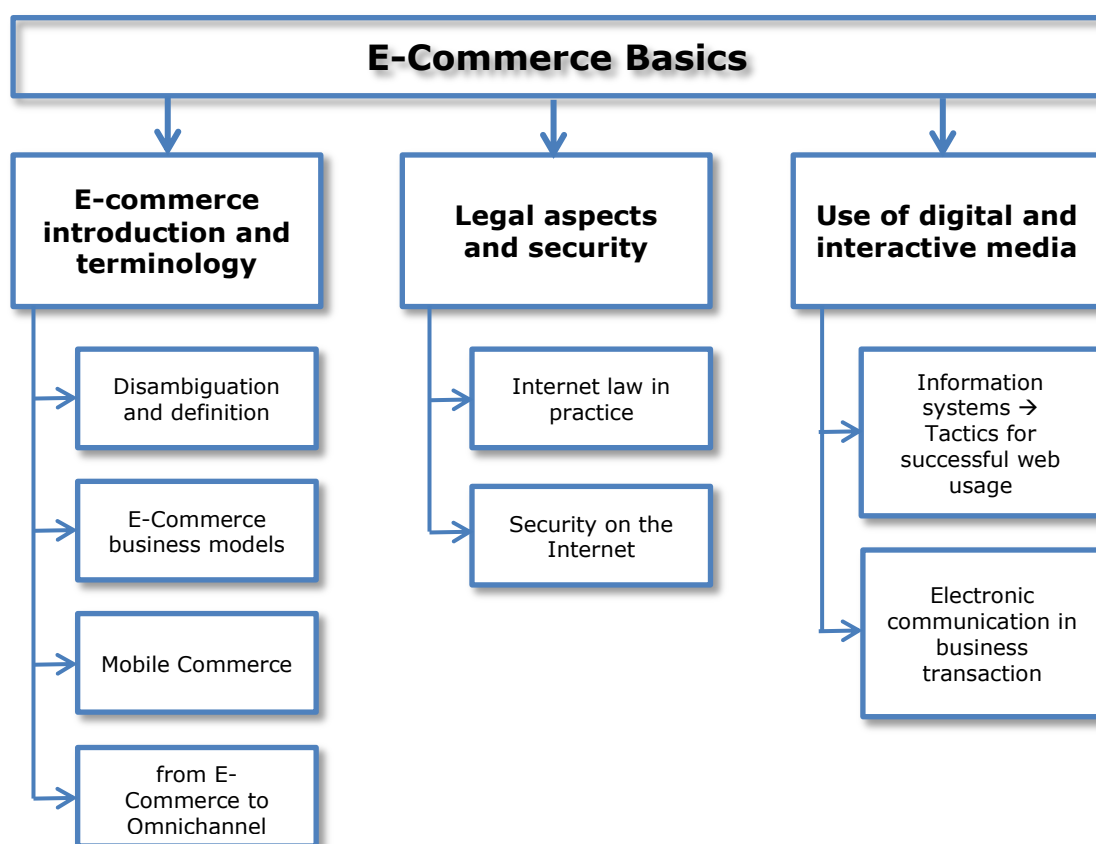
- General ICT skills
- Application knowledge of a current Internet browser
- Application knowledge of an e-mail program

Contents E-Commerce Basics

In the field of e-commerce, numerous activities and systems are required that are not directly for sale but are of great importance for the success of e-commerce. This includes research, communication with interested parties and customers, maintaining a good reputation for the company and its services, etc.

These "basic conditions" are dealt with in this basic course with recommendations for the daily e-commerce practice. The course is divided into three didactic parts:

1. Explanation of the concept of e-commerce, the actors, the various business processes and their advantages and disadvantages.
2. Explanation of the legal foundations in practical application with a focus on the e-commerce directive and the e-commerce law as well as the security aspects in e-commerce.
3. Introduction and guidance on the use of digital and interactive media in e-commerce for research, the initiation of business and the communication with customers and prospective customers with a focus on the use of search engines, comparison and evaluation platforms, as well as e-mail communications medium.





Evaluation activities

The testing was evaluated by a questionnaire, which was filled in manually by the participants at the end of the training.

PILOT COURSE: "E-Commerce Basics"

EVALUATION QUESTIONNAIRE

At the end of the pilot course we would like to know your opinion about the training activity in which you have participated with the objective of identifying improvement elements.

Your opinion can help us to improve the course.

Therefore, we sincerely appreciate your contribution.

PARTICIPANT INFORMATION	
NAME AND SURNAME	
COMPANY	
JOB TITLE	

Ratings:

1 = totally disagree 2 = disagree 3 = undecided 4 = agree 5 = totally agree

ORGANIZATION OF THE COURSE	1	2	3	4	5	COMMENTS
1. The organization of the course has been appropriate for the optimal development of the activity (registration, information, communication)						
THE LEARNING ACTIVITY	1	2	3	4	5	COMMENTS
2. The course has met my expectations						
3. The contents of the course are useful						
4. There is a good balance between information, exercises, practices, etc.						
5. The quality of the training contents and resources is adequate						
6. The duration of the course is suitable for the training contents proposed						
7. The e-learning platform is well-structured and easy to use						

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FOLLOW-UP	1	2	3	4	5	COMMENTS
8. I have improved my competences on e-commerce						
9. I am going to apply the knowledge acquired						
10. I would recommend this course to others						

The best of the course has been

What should be improved is

ADDITIONAL COMMENTS



Recognition Tool UC 4+5

Following the template of the questionnaire sent by IBECON nowa developed a number of questions related to the knowledge, skills and competences of UC 4+5.

Questionnaires for the self-assessment of professional competences UCs 4+5

Area of activity: Selling

UC 4: To do the post-sale monitoring through interactive or digital means.

Ratings: 1 yes 2 no 3 don't know

PROFESSIONAL ACTIVITY 1: Plan deliveries	SELF-ASSESSMENT		
	1	2	3
I am able to check whether goods are available through digital means.			
I am able to inform customers regarding shipping conditions via e-mail.			
I am able to use the functionalities of a post selling database to support the post selling service.			

PROFESSIONAL ACTIVITY 2: Organize deliveries	SELF-ASSESSMENT		
	1	2	3
I am able to organize a delivery through digital means.			
I am able to communicate with customers regarding their needs and availability via e-mail.			
I am able to schedule a delivery in accordance with internal guidelines.			

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PROFESSIONAL ACTIVITY 3: Handle refunds and exchanges	SELF-ASSESSMENT		
	1	2	3
I know the difference between exchange and refund.			
I am able to communicate the exchange/refund conditions of my company to the customer via e-mail.			
In case of refund I am able to search for alternative products on the internet.			

PROFESSIONAL ACTIVITY 4: Receive and forward requests for technical assistance	SELF-ASSESSMENT		
	1	2	3
I am able to inform customers about guarantees, support and technical services via e-mail.			
I am able to document a customer's request in the database/computer system of my company.			





PROFESSIONAL ACTIVITY 5: Evaluate customer satisfaction with service delivery	SELF-ASSESSMENT		
	1	2	3
I am able to use digital instruments to evaluate customer's satisfaction.			
Discounts and gifts are examples for customer loyalty strategies.			
I am able to register evaluated information in the database/computer system of my company.			

Area of activity: Selling

UC 5: To handle and monitor customer complaints through interactive or digital means.

Ratings: 1 yes 2 no 3 don't know

PROFESSIONAL ACTIVITY 1: Receive and check the complaint	SELF-ASSESSMENT		
	1	2	3
I know legislation and regulations concerning complaints in the context of e-commerce.			
I can inform customers about the legal framework of complaints via e-mail.			
I am able to gather information regarding the customer complaint through digital means.			
Checking the complaint, I query in the customer database.			
I am able to communicate with the complaining customer in a clear, understandable and serious way via e-mail.			

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PROFESSIONAL ACTIVITY 2: Resolve and/or forward customer complaints	SELF-ASSESSMENT		
	1	2	3
I am able to classify complaints and find possible solutions.			
I am able to inform the customer about possible solutions via e-mail.			
I can use the features of the customer service computer system.			
If necessary, I can place an order with a supplier through digital means.			
If I cannot solve the complaint I forward it to other services and document the process electronically.			

IBECON converted the questionnaires to digital format and developed and designed the tool in German.



Evaluation activities

The testing was evaluated by an online evaluation questionnaire.

ON-LINE TOOL FOR THE SELF-ASSESSMENT OF COMPETENCES EVALUATION QUESTIONNAIRE

We would like to know your opinion about the self-assessment tool with the objective of identifying improvement elements. Therefore, we sincerely appreciate your contribution.

Ratings:

1 = totally disagree 2 = disagree 3 = undecided 4 = agree 5 = totally agree

THE LEARNING ACTIVITY	1	2	3	4	5	COMMENTS
1. The tool has met my expectations						
2. The tool is well-structured and easy to use.						
3. The tool is meaningful to its purpose: self-assessment of competences.						
4. The information provided with the results is useful						
5. I would recommend the use of the tool.						

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What utility you find in the tool?

What aspects should be improved in the tool?

ADDITIONAL COMMENTS

Thank you very much for your collaboration.



Methodological approach

UFCD 4/5-1 - E-Commerce Basics

The course used a blended learning methodology, with face to face sessions but also on-line ones, using as a learning resource the MOOCs elaborated in WP5.

The course comprises 25 teaching units (UE), of which 5 UE were conducted online by means of a learning platform, 20 UE were held at Wifi Styria.

In the first pilot phase, this offer was available to 34 employees and employers from the sector commerce free of charge.

Recognition Tool UC 4+5

IBECON sent a template for the elaboration of the questionnaires based on the elaborated knowledge, skills and competences.

Following the template of the questionnaire sent by IBECON and approved by the partners, each member country developed a number of questions related to the knowledge, skills and competences of each UC they have developed on the common map of qualifications.

IBECON converted the questionnaires sent by each of the partners to digital format and developed and designed the tool in all national languages. The online recognition tool is tested and approved by all partners.

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The testing of the tool was implemented through a self-assessment process in which each participant can experiment the tool and self-asses his/her competences on e-commerce regarding UC 4 + 5.

Evaluation of the activity by participants

Participants were asked to fill an online-questionnaire to give their opinion about the tool.

In Austria the tool was tested with 3 different approaches:

1. Testing by the participants of the training courses – face to face - accompanied by nowa with clear instructions step by step
2. Testing by commercial employees participating in a preparation course for apprenticeship – no instructions – only link provided
4. Testing by works councils – via e-mail with written instructions/manual





Vorgehensweise zur Testung des Selbstevaluierungs-Tools:

- Öffnen Sie den folgenden Link:

<http://www.allescom.org/index.php/de/online-tool-de>

- Klicken Sie auf **Registrieren** und füllen Sie das Formular aus – danach wieder auf **Registrieren** klicken.

Sie erhalten nun an ihre angegebene E-Mail-Adresse eine E-Mail inkl. Benutzername und Password und müssen den angegebenen **Link** öffnen.

- Öffnen Sie das **On-Line Tool**



- Starten Sie den Test **UC 4**
wenn Sie alle Fragen ausgefüllt haben klicken Sie auf **Beenden** und Sie erhalten eine Information wieviele Prozentpunkte Sie erreicht haben.
- Klicken Sie auf **o.k.**
- Klicken Sie auf **Weiter mit dem Test UC 5**
wenn Sie alle Fragen ausgefüllt haben klicken Sie auf **Beenden** und Sie erhalten eine Information wieviele Prozentpunkte Sie erreicht haben.
- Klicken Sie wieder auf **o.k.**
- Klicken Sie auf **Fragebogen zur Evaluierung** – dieser bezieht sich auf die BenutzerInnenfreundlichkeit der Fragebögen zu UC4 und UC5.
Bitte beantworten sie die Fragen und beenden den Test.

HERZLICHEN DANK!





Analysis of testing results

UFCD 4/5-1 - E-Commerce Basics

The test consisted of 2 training courses. Suggestions for improvement and feedback from the first training were considered and incorporated for the second training. The participants came from all age-groups and had ICT-knowledge on various levels, from beginners to experienced online marketing staff.

Evaluation results testing 15.01.2018-17.01.2018

16 participants

Ratings:

1 = totally disagree 2 = disagree 3 = undecided 4 = agree 5 = totally agree

ORGANIZATION OF THE COURSE	1	2	3	4	5	COMMENTS
1. The organization of the course has been appropriate for the optimal development of the activity (registration, information, communication)			1	7	8	<ul style="list-style-type: none"> All information was clearly communicated Access data to the program was wrong All right, 1 point minus because of the login problem 😊 Code did not work
THE LEARNING ACTIVITY	1	2	3	4	5	COMMENTS
2. The course has met my expectations			2	7	7	<ul style="list-style-type: none"> could have more content Good for people with little or no experience in the field
3. The contents of the course are useful			1	3	12	<ul style="list-style-type: none"> I can continue using it.
4. There is a good balance between information, exercises, practices, etc.		1	2	4	9	<ul style="list-style-type: none"> Maybe try more exercises yourself, that you see what is meant Yes, there could be more practice exercises Practical exercises in between were very helpful and well chosen Entry via terms in English sometimes too confusing Could be more

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5. The quality of the training contents and resources is adequate				7	9	
6. The duration of the course is suitable for the training contents proposed		2	3	5	6	<ul style="list-style-type: none"> could be shorter (for example 2 days) More content / exercises and less / shorter breaks 2 days would be enough or more content should be offered More topics would be great
7. The e-learning platform is well-structured and easy to use		1	1	5	7	<ul style="list-style-type: none"> in principle yes, only it has not deposited more beyond the 3 tests Clarify the questions Easy to handle confusing questions <p>2 did not answer</p>
FOLLOW-UP	1	2	3	4	5	COMMENTS
8. I have improved my competences on e-commerce			4	4	8	<ul style="list-style-type: none"> I already knew some things myself All my questions have been answered I would rather do something more practical
9. I am going to apply the knowledge acquired			2	4	10	<ul style="list-style-type: none"> Definitely Abbreviations for mailing was very interesting
10. I would recommend this course to others			1	4	11	<ul style="list-style-type: none"> Good entry for those who have not had anything to do with it before

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The best of the course has been
<ul style="list-style-type: none"> share different experiences to know the basics of e-commerce Security on the Internet terms Mr. Trittenwein, an excellent coach and lecturer The basics have been explained very well (understandable, acceptable), with this knowledge you can keep working - building on it





- Importance of ratings
- That we worked together
- That everything was explained to us very well
- The information was very well communicated and understandable.
- There was the opportunity to ask questions and discuss concrete examples in the group.
- Generally become familiar with the subject of e-commerce
- That we discussed current topics and the trainer included these topics, so that we could work with them.
- That the teacher explained very well
- I learned a lot of new things
- The mix between understandable theory and applicable practice.
- Useful content for everyone
- Course documents very understandable and clear
- Coach very eager, very nice, very qualified
- The compilation of participants Old/Young, workers/ works councils/ employer
- Super - the repetitions
- Well structured
- Great explained
- Disciplined participants / on time
- The intermediate tests for self-checking

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What should be improved is

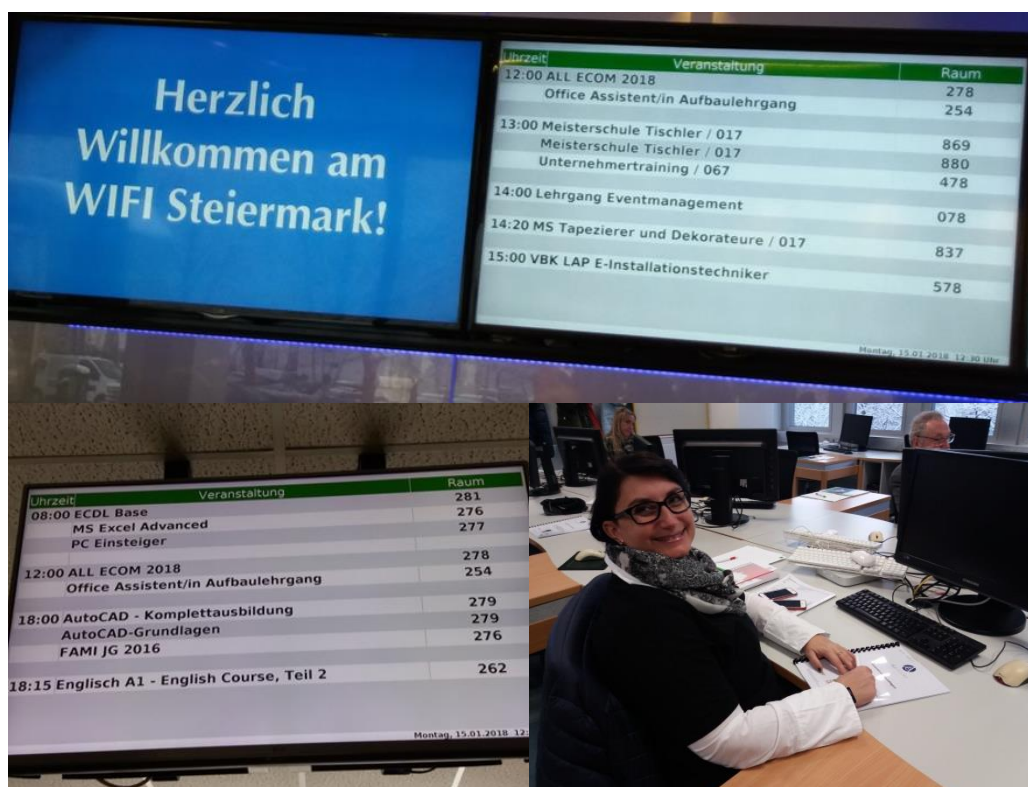
- Translate terms and definition better (German words)
- Think about: 2 courses ("generations") or ask for previous knowledge
- More content or even more details
- The questions during the tests
- The questions in the tests were partly flawed and not easy to understand.
- The content of the course could be edited / presented in less time.
- Maybe more practice → Variation theory & practice
- Divide the time resources better. We had many or long breaks. These should be shortened and filled with more content or exercises.
- to do more practical exercises, e.g. with e-mail settings
- More content or course duration only 2 days
- Better preparation of access data
- More comprehensible questions and answers / was often incomprehensible
- Other content may be included (temporal)
- The test questions are sometimes difficult to understand
- Maybe more practical examples on the computer
- Revise the question in the test
- The questions are sometimes not logical
- Too long breaks, time could be much better used with additional material or practical exercises
- Accounts should work immediately



- At least show to write simple mails if someone has not had anything to do with it - coach
- Do more exercises or not talk so long
- That the students are more involved

ADDITIONAL COMMENTS

- an excellent seminar for anyone planning their own website
- 2 days would be enough for this content
- Tests: revise all questions (answers, spelling, question)
- The lecturer was competent.
- The script could be better designed (graphically)
- Lecture well and very sympathetic
- I liked the test because it asks for knowledge and it made me think.
- For me personally, the course was an asset.
- New territory - but I will use a lot in the future
- Unfortunately, it was not possible for me to handle all content immediately.
- Improve e-learning questionnaire!
- Thank you
- Links for explanations / abbreviations
- explanations in English / German for a better understanding of all
- For the 1st round well done, mixed great group





Evaluation results testing 29.01.2018-31.01.2018

18 participants

Ratings:

1 = totally disagree 2 = disagree 3 = undecided 4 = agree 5 = totally agree

ORGANIZATION OF THE COURSE	1	2	3	4	5	COMMENTS
1. The organization of the course has been appropriate for the optimal development of the activity (registration, information, communication)				3	15	<ul style="list-style-type: none"> Communication is 1A All information was understandable Registration worked immediately I could not imagine in advance what is taught in content Question modules on the PC: Questions partly misleading / inaccurate.
THE LEARNING ACTIVITY	1	2	3	4	5	COMMENTS
2. The course has met my expectations			1	6	11	<ul style="list-style-type: none"> Taken a lot of information for private / profession Was very informative and helpful
3. The contents of the course are useful			2	7	9	<ul style="list-style-type: none"> Should be more practice-related. Much information Also for the private life
4. There is a good balance between information, exercises, practices, etc.			5	8	5	<ul style="list-style-type: none"> The exercises (Internet) should be better formulated Could be more practice A lot of theory, more exercises could be in between. More practice / time on SEO topics More learning objective tests Exercises could be more More exercises and practical relevance
5. The quality of the training contents and resources is adequate			1	7	10	<ul style="list-style-type: none"> ... because they also contained news of the Internet world.



						<ul style="list-style-type: none"> Top Instructor → It does not get any better. Basic knowledge; absolutely, have learned a lot
6. The duration of the course is suitable for the training contents proposed		1	7	7	3	<ul style="list-style-type: none"> 2 days would be enough Was quite fast with the content I would have liked to go one and a half hours deeper into the SEO Could be shorter If you only use the script → too long, but got a lot of additional knowledge Shorter breaks
7. The e-learning platform is well-structured and easy to use		1	3	7	7	<ul style="list-style-type: none"> Can be more targeted Exercise goals instead of questions There were ambiguous questions. Revise questions and answer options Ask questions not confused - clear answers
FOLLOW-UP	1	2	3	4	5	COMMENTS
8. I have improved my competences on e-commerce				4	14	<ul style="list-style-type: none"> I improved a lot Taken a lot of information
9. I am going to apply the knowledge acquired			1	6	11	<ul style="list-style-type: none"> Changed all passwords on the same day Everything that is in my hand, have already forwarded much information.
10. I would recommend this course to others			1	6	11	<ul style="list-style-type: none"> Will certainly recommend it to my boss If someone has basic knowledge.



The best of the course has been

- Mr. Trittenwein has done very well, everything has been explained in detail.
- Practical examples
- Basic explanation of terms.
- Tips on using Google.
- To have looked into many areas of e-commerce.
- The legal part about e-commerce.
- Learn and test what you have learned on the PC.
- Tips for security and password creation on the computer and mobile phone.
- Google tricks and tips
- Learned a lot of new things! It was very interesting.
- For me it brought something new in the field of e-commerce!
- The practical relevance on SEO / SEA.
- The instructor's easy-to-understand explanation.
- Copyright & Data Security
- Helpful applications that can be applied in the professional as well as the private sector.
- The legal part very interesting.
- Practical part on the 3rd day (afternoon) → Contents should be included in the module.
- You could always ask questions that were answered very competently.
- Involving participants / companies based on examples / practice.
- The use of Google, which options you have to work with Google. (Google adwords, Google search console, etc. ...)
- The lively lessons.
- Trainer, as he did not reproduce the script 1: 1, but loosened by examples and provided additional knowledge and understanding.
- Keep daily knowledge review.
- For me it was important to get to know the basic concepts and also what you can do with Google.
- SEO, Google Features, Internet Law.
- Opportunities to strengthen in-store trade (omnichannel).
- The trainer was able to explain the substance very clearly.
- Very interesting topic, think that knowledge will help me.
- Trainer provides content very well!
- Theory is always coupled with practical examples - very easy to understand.
- The definitions and the contexts.





What should be improved is

- Questions should be revised to make them more understandable.
- More details on why something is running on the net and how it works. Explanation of networks
- The course could be reduced to 2 days.
- In my opinion, the basic training course is fine, but should be followed by more modules.
- More active work between theories.
- Course duration 2 days and breaks with 15 min.
- More learning objective tests a 10 questions blocked on topics: email, data security & copyright, google, terms, etc.
- Formulate the test questions differently.
- Incorporate more practical things.
- More practical examples, e.g. good / bad website.
- Some test questions are not very clear.
- Revise questions and answers during the learning objective review.
- I would have liked a PowerPoint as a support from the trainer (visual perception)
- Before the knowledge check, additional reading of the script, so that terms such as Hoaxes don't get lost.
- Even more factual knowledge for me personally.
- Sometimes ambiguous questions in the tests.
- I would shorten the break times, maybe only until 16:00.
- A lot of information - attention drops in the afternoon.
- The questions and answers in the test.

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ADDITIONAL COMMENTS

- I hope E-Commerce Basics will make it, so many can use this in the commerce sector.
- Explain new topics of the Internet, e.g. Bitcoins was explained in this course, probably also grab a little in the future, what can come.
- Last point of the speaker was: Stationary trade often sees online trading as evil. This must be removed from the minds of the employees.
- Breaks are too long, could be made more efficient.
- 8 hours of theory are tough, but definitely enduring, because interesting.
- Many unclear questions and answers.
- Breaks shorter, prob. to 2 full days
- Without guidance, exam questions can be difficult to find.
- 3 question blocks are stored under 1 application, the rest was never needed.
- I wonder if any commercial employee really has anything to do with e-commerce work → target group
- Also very instructive were the basics of e-commerce terms - differences between various business models
- Much information, knowledge review every day in the morning to

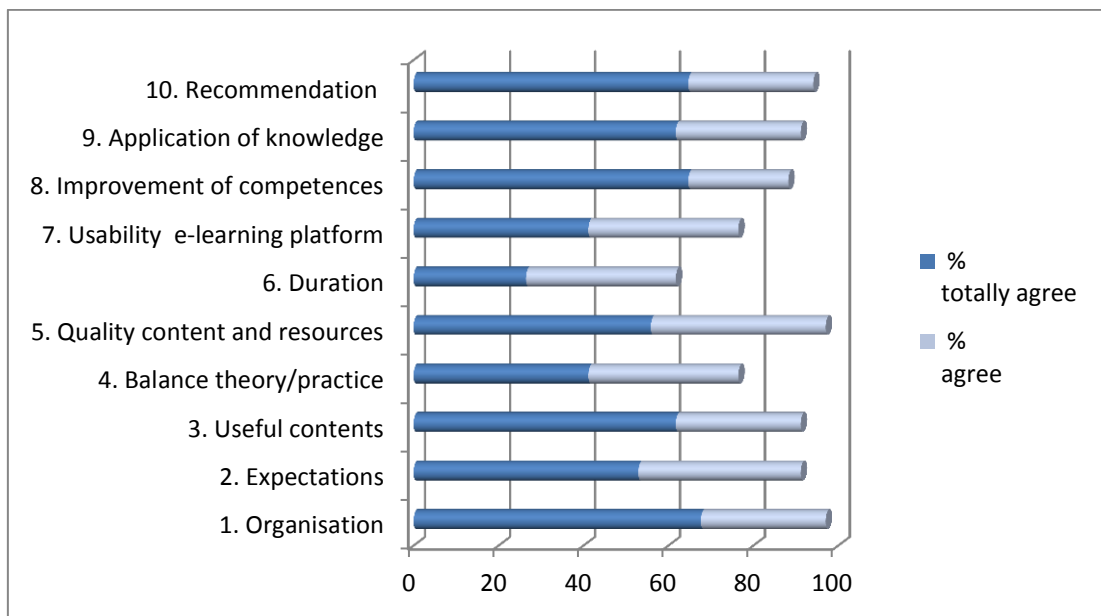


consolidate knowledge.

- I have really learned a lot, I am very enthusiastic and motivated to implement as much as possible.
- The more hands-on exercises, the better.
- Very sympathetic trainer!
- The trainer was also very practical.
- You get a very good overall view in a short time.



Summary of testing results



It can be stated that the satisfaction with the course was very high (organisation 97%, fulfilled expectations 91%), the usability of the content was rated as very good (useful content 91%), also the use of the training for the future was rated as very high (application of knowledge 91%) and 94% will recommend this training course to others.

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We could identify 3 sections with a percentage for totally agree/agree under 80%:

4. Balance theory/practice	76 %
6. Duration	62 %
7. Structure/usability e-learning platform	76 %

The duration of the course (25 teaching units) was considered too long; on the other hand there was a strong demand for more practical examples or exercises.

The duration of 25 teaching units could be used efficiently and satisfactorily if in the future increased practical exercises and examples are incorporated.

Regarding structure/usability e-learning platform above all the formulation of the questions was criticized. They were perceived as ambiguous and unclear. The questions were revised after the first testing course, but this was still not satisfying.

The questions were completely revised in a partner meeting after the second testing course in which also persons in charge of the Wifi and the trainer participated.

Recognition Tool UC 4+5

The testing of the tool was implemented through a self-assessment process in which each participant can experiment the tool and self-asses his/her competences on e-commerce regarding UC 4 + 5. After that participants were asked to fill an online-questionnaire to give their opinion about the tool.

The tool was tested by **51 persons** with 3 different approaches,

- **Testing by the participants of the training courses**

Face to face - accompanied by a trainer with clear instructions step by step –
34 employees/ employer – 25 completed

- **Testing with no instructions - only link provided**

Tested by commercial employees participating in a preparation course for apprenticeship
12 employees retail/food sector – 0 registered - 0 completed

- **Testing with written instructions/manual**

Via e-mail by employees/work councils
5 work counsellors – 3 registered – 1 completed

Evaluation results testing Online Recognition Tool, January/February 2018

In total 26 persons completed

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<p style="text-align: center;"><u>Rating</u></p> <p style="text-align: center;"><i>1 = totally disagree 2 = disagree 3 = don't know 4 = agree 5 = totally agree</i></p>						ANMERKUNGEN
Learning Activity	1	2	3	4	5	
11.The tool has met my expectations		1* 2	8	9	6	<ul style="list-style-type: none"> Some questions were not very clear for me. I did not understand the questions whether to answer this objectively For self-assessment yes
12. The tool is well-structured and easy to use.		1* 1	1	7	15	<ul style="list-style-type: none"> The structure of the questionnaire was understandable and easy to use. Easy to use: Yes. Structured: For me, the questions have nothing to do with what I would expect from this course.

						<ul style="list-style-type: none"> Questions are easy to understand 1 no answer
13. The tool is meaningful to its purpose: self-assessment of competences.	1* *	4	5	6	9	<ul style="list-style-type: none"> Some questions could be better described, what exactly it is. Yes and no. Not everyone has to do with all things from this sector. "Can" prob. yes, but cannot implement at the moment. I think the questions are more about someone ONLY in customer service - but not ecommerce. 1 no answer
14. The information provided with the results is useful		1* 1	6	8	9	<ul style="list-style-type: none"> The information could also be more accurate, more proposals and not just links. 1 no answer
15. I would recommend the use of the tool.	1	1* 3	4	8	8	<ul style="list-style-type: none"> If the questionnaire is optimized, yes. 1 no answer

1 * = 4: Participant informed that she mistakenly reversed the order

1 ** = 5: Participant informed that she mistakenly reversed the order

What utility you find in the tool?

- It helps me to assess myself where I stand. What I need even more in my job.
- Knowledge check.
- I was able to assess my abilities in general.
- Supports me when choosing a course and can thereby assess whether I can start a basic course or already in a higher course level.
- It is a bit confusing to understand the relationship between the course and the questionnaire. Also, the questions are not very clear.
- Self-assessment needs more competencies / training
- How well you are familiar with this area and how your own self-assessment is.
- I think good self-assessment requires more questions across branches.
- I know what kind of knowledge I have (e-commerce).
- Self-assessment of my status



What aspects should be improved in the tool?

- The questions could be expanded.
- Query on program knowledge such as: "Have you already worked with Microsoft Office programs?" etc.
- possibly formulation and type of questions
- This test gives me more of a self-assessment, which I can have before. With more subject-specific questions, I could test myself how big my knowledge really is. Otherwise, the course was also very helpful to pass this test better.
- The questions and answers are clear and could not be improved

ADDITIONAL COMMENTS

- The suggestions for further training could be enumerated quite concretely. What specific courses are there in different fields
- The number of questions can be raised.
- This self-assessment is only for people who work in retail, too difficult for career changers
- I had the feeling that this questionnaire had nothing to do with the learned.
- The course was very helpful for me personally.
- Too concentrated on customer service. Would rather ask questions about web, privacy or Google etc.



Conclusions

UFCD 4/5-1 - E-Commerce Basics

These were two very heterogeneous groups, both in terms of age and gender as well as the knowledge/experience of the participants. The mix turned out to be very good as the participants could learn from each other, not only professionally but also mentally. This heterogeneity with regard to the target group is therefore very important and desirable in the future as well.

As noted in the analysis, it was very important to choose a low-threshold approach. The high proportion of face to face training has proven to be enormously important, the participants needed a lot of support, mainly to serve the learning platform, but in the end, inhibitions and fears could be reduced.

What strengthens the relatively high face-to-face ratio is the requirement of participants for greater involvement of practice. At local level, there are many large and small companies that can serve as best practices or role models and will be included in the training in future.

Basically, the chosen approach was rated as very good, a greater shift of topics towards the reality of life will be offered continuously, and here the participants see a significant benefit. Practical exercises, examples and activities will be stronger involved.

The learning platform was well accepted by the participants, especially the learning objectives controls were considered to be very useful, important and expandable.

The evaluation questions in the learning objective controls had to be improved, these were too high-threshold formulated. Once again it was confirmed how important for this target group a low-threshold access to this topic is.

The structure of the e-platform and the contents are very useful, the usability is in need of improvement. (For example, buttons must be more visible - colour, structure, etc.)

Regarding the duration of the training it can be stated that two days (14-16 Units of training) are better for the companies regarding acceptable absence of the employees and that this time is quite enough to communicate intended content. It is important to conduct the training in a continuous version on two consecutive days.

Essential results for the participants in the testing phase were the improvement of their own competencies and the understanding of contexts. Important here was the omnichannel approach as an eye-opener in order to gain an understanding of one's own situation/ the situation of the company. Participants realized that it needs massive support for their company's online access to face global competition. As they were able to determine, this also leads to the strengthening of stationary trade and thus to securing their jobs. Fears regarding job-loss that were discussed in the research could be reduced.



In summary, we can speak of a very successful testing with a high level of commitment from all involved persons and organisations. Both, the implementing VET Wifi and their trainer as well as the participants have made a massive contribution and established a strong connection to practice.

The testing was a 100% successful. The developed training course will be integrated into the Wifi training program starting this autumn that addresses thousands of employers and employees online and as a program brochure.

The goal is to use this UFCD as "onboarding" for all employees in the Commerce sector. WK Styria, Sector Commerce will launch a corresponding public relations campaign for all member companies.

As part of the social partnership, all relevant stakeholders were contacted. The developed offer is of great importance for works councils as part of their advisory work in terms of training of employees. Another important aspect is the work with people who are in measures of the labour market service at the interface to companies. Here the employability can be improved significantly, the chances on the job market can be increased, and a shortage of skilled workers can be reduced.





Recognition Tool UC 4+5

It turned out that many respondents did not manage to complete the recognition tool. Even in the test group where the participants were accompanied by coaches face to face, only 25 out of 34 completed the test.

In the group, which received only the link and no further accompaniment it seems the test already failed at the registration which points to a problem that was visible in the analysis. Employees in the commerce sector, especially in retail often have very little ICT-knowledge. A registration can there be the first obstacle, because it requires a confirmation via e-mail and that can already be a problem.

Even with the support of a manual it seemed to be too difficult for most of the testers.

Again an essential aspect here was the low-threshold and detailed formulation of the questions, which have to be improved in order to ensure efficient use of the tool.

The structure of the recognition tool is difficult to understand, the **"click path" too complicated**. The individual steps must clearly follow one another:

Step 1 UC4 - ready - *Step 2* - directly to UC5 - *Step 3* - **directly to evaluation...**

Basically, it can be stated that participants who had the appropriate IT skills, perceived the test as positive and helpful, with the restriction that the evaluation questions should be improved.

However, it seems important to us to offer a lot of support and tutorial for the use of the recognition tool at the beginning, similar to the testing of the UFCD.

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With regard to the usability of the tool, we would like to suggest a clearer structure, fewer click steps and also improvements in the graphic design (colors, etc.).



Annexes

UFCD 4/5-1 - E-Commerce Basics

- UFCD 4_5-1-E-Commerce Basics_ Training Course_EN_final_Feb.2018
- Testing Courses Austria - Evaluation questionnaires 1+2
- Evaluation_UFCD4_5-1_E-Commerce_Basics_EN final version
- Registrations E-Commerce Basis, 15.01.2018-17.01.2018
- User-enrolment with job position, 15.01.2018 to 17.01.2018
- Attendance list E-Commerce Basis, 15.01.2018-17.01.2018
- Certificates of participation E-Commerce Basis, 15.01.2018-17.01.2018
- Evaluation result testing 15.01.2018-17.01.2018
- Questionnaires participants, 15.01.2018-17.01.2018
- Registrations E-Commerce Basis, 29.01.2018-31.01.2018
- User-enrolment with job position, 29.01.2018-31.01.2018
- Attendance list E-Commerce Basis, 29.01.2018-31.01.2018
- Certificates of participation E-Commerce Basis, 29.01.2018-31.01.2018
- Evaluation result testing 29.01.2018-31.01.2018
- Questionnaires participants, 29.01.2018-31.01.2018

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Recognition Tool UC 4+5

- Self-assessment questionnaire UC 4+5 Austria
- Evaluation questionnaire - On-line tool
- Manual Testing Recognition Tool
- Results Testing Online Tool Austria
- Results_online_tool_all3c0mAustria20180122
- Results_online_tool_all3c0mAustria20180201
- Results_online_tool_all3c0mAustria20180306
- Participants Testing SPAR_31.01.2018
- Mailing work Counsellors

