



Worksheet 8: Digital commerce terms

Digital retail trends

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

Many retailers offer _____ retailing where the retailer aims to offer customers a seamless shopping experience across all _____. This trend in retailing is used by a growing number of retailers as they look to offer _____ channels to customers. These retailers often offer customers _____ services where the customers can pick-up their goods at the store through a security _____ sent to their phone. Also, in response to these trends, many stores have introduced more _____ options in place of personal service. This can create a _____ 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 _____. Records of regular customers can be kept in the _____ files, enabling _____ mailing lists to be assembled. Digital signatures are used as a stamp of authentication on digital documents such as _____ messages. Courier services also make use of handheld devices, such as _____, to reduce the amount of paper waste. Handheld devices can capture signatures of customers on delivery and _____ them for future reference. An _____ 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 _____ management system.