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## OMNICHANNEL STRATEGY: A REAL EXPERIENCE OF INTERACTION IN ONLINE TEACHING

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## INTRODUCTION

In an increasingly technological scenario, creating experiences for the student is becoming the main objective of education companies. A new stage in the market has been born: omnichannel education, and with this concept comes the need to integrate face-to-face and digital channels. Omnichannel translates into actions implemented by the institution that directly aim to integrate face-to-face and online learning, combining the best of both worlds.

In order to develop this project, theoretical issues such as reverse planning, omnichannel, marketing 4.0 and omnichannel education were studied to understand how UNISUAM acts in the face of this concept in education and to propose improvements in the integration of the different modalities, in order to achieve the change that today's world needs.

To this end, the entire work will be based on an explanatory presentation of the structure, using examples to demonstrate the concepts of omnichannel within the organization.

## OBJECTIVES

The aim of the project is to present the omni-channel education action, which aims to contribute to the integration of face-to-face and online modalities, so we look at how and what actions the company is practicing towards the integration of channels and we also intend to suggest improvements for the desired path.

## METHODOLOGY

Initially, we reviewed the literature on the concepts of reverse planning, Omnichannel, marketing 4.0 and Omnichannel education. Next, we focused on understanding UNISUAM's performance in the context of Omnichannel with practices carried out by professor Vanessa Fernandes in the online classroom during the year 2023.

## RESULTS AND DISCUSSIONS

According to Philip Kotler, Kartajaya & Setiawan: "omnichannel is the practice of integrating multiple channels to create a seamless and uniform consumer experience. It requires organizations to break down channel fiefdoms and unify their goals and strategies." (KOTLER, KARTAJAYA & SETIAWAN, 2017, p.164)

In omnichannel, it's possible to bring the digital world and the physical world closer together, using tools that bring the same experience that students would have in a face-to-face classroom. With some tools, during the semester, I develop learning through the exhibition of tasks where students can show their work on the padlet as they would in a face-to-face classroom presentation. In web classes, I use an interactive whiteboard - jamboard - so that students can participate in real time in the class, just as they would in the classroom. All these tools are designed to bring an omnichannel experience to the distance learning student.

Thus, in the presentation padlet, the use of tools that bring the same experience that the student would have in a face-to-face classroom, for example, the padlet is used at the beginning of the semester as a way for distance learning students to introduce themselves.

In this second strategy, we use the same tool during the semester to showcase assignments where students can showcase their work on the padlet as they would in a classroom presentation.

On the interactive jamboard. A tool for online classes to have the same interaction as face-to-face classes. The idea here is to make it possible for the student to interact on the board at the time of the lesson, just as they would in the classroom. Through a link, the student has access to the board and can contribute answers in real time. In this case, in addition to the interaction, the student can download everything that was developed in the lesson in PDF format.

## **FINAL CONSIDERATIONS**

From all the research presented, we can see several significant points in the construction of this omnichannel project. Here we present the company's current profile, behavior, future prospects in education and the way it connects with students. Unisuam was chosen for this project because it had already adapted to the omnichannel system, through the modular system. This allowed us to present the company alongside the process it had already adopted, leaving room for us to add strategic ideas to the omnichannel process already adopted.

## **REFERENCES**

KOTLER, Philip; KARTAJAYA, Hermawan; SETIAWAN, Iwan. Marketing 4.0: do tradicional ao digital. Rio de Janeiro: Sextante, 2017.