

Savant eCommerce Berlin

Diving into the Customer-Centric Revolution

Senior level e-commerce summit for advanced pure players and omnichannel retailers in Europe
1 - 2 March 2018 | Berlin | Spreespeicher Loft 030 - Stralauer Allee 2

Confirmed Speakers:

Linda Dauriz, Director Customer Experience & Corporate Development, **HUGO BOSS**
Dr. Christoph Lütke Schelhowe, VP Product Analytics, **Zalando**
Ben Farrell, Head of Central Operations and Transport, **John Lewis**
Oliver Gebien, Director eCommerce, **Montblanc**
Christoph Sachsenhausen, Director Mobile, **AboutYou**
Alexander Wittkow, Head of Digital Sales Channels, **Media Markt Saturn**
Lars Wagner, CMO & Member of the Board, **Playmobil**
Malte Dammann, Chief Customer Officer, **Mars Petcare**
László Kovács, Managing Director, **Cyberport**
Mark Ralea, Managing Director, **GLOSSYBOX**
Dr. Andreas Rödl, eCommerce Director, **PVH Holdings (Tommy Hilfiger & Calvin Klein)**
Sascha Müller, Customer Director eCommerce, **L'Oreal**
Felix Jahn, Head of eCommerce Europe, **PUMA Europe**
Gabriela Seir, European Head Of Digital Product & Innovation, **Coca Cola**
Christian Leihner, Head of Creative Excellence & Digital Transformation, **Unilever**
Christoph Haberbauer, Managing Director DACH, **Made.com**
Christopher Riedel, Deputy Web & Digital Manager, **IKEA**
Daniel Bäumer, Director Omni-Channel Capabilities & Experience, **Vodafone**
Stephan Schambach, eCommerce Pioneer, CEO & Founder, **NewStore**
Steffen Heilmann, Senior VP of IT, **MyToys**
Tobias Haag, CEO, **Wysker**
Dirk Ploss, Digital Technologies Scouting & Advisory, **Beiersdorf**
Dr. Jannika Bock, Head of Measurement & Attribution - Central Europe, **Google**
Jorge Ramos, Lead Digital Analytics, **Zalando**
Kerstin Uhl, VP Digital Transformation - CRM & Analytics, **Allianz**
Philipp Haas, Omnichannel Expert & Consultant, ex-COO/MD Sales & Multichannel, **Media Markt Saturn**
Andreas Sobing, Head of CRM, **Brille24**
Christian Ebhardt & Kerstin Holzinger, **Chal-tec**
Jesko Breuer, Founder & Managing Director, **customerIDENT**
Gabriele Riedmann de Trinidad, Managing Director, **Plattform3L**
Anoop Vasisht, Vice President, **Dynamic Yield**
Sebastian Mengewein, Solution Consultant, **Selligent Marketing Cloud**
Tom Maier, Sales and Business Development Manager DACH, **Exponea**
Julia Nitschke, Director Digital & Consulting, **eye square**
Nicolo Viegner, Account Director - DACH, **Amplience**
Thomas Weyand, VP DACH Region, **Content Square**
Mario Imparato, SVP Europe, **Persado**
Tobias Soffner, Executive Producer, **Demodern**
Sacha Wilson, Director of Sales EMEA, **Avalara**

Day 1: Embracing the customer-centric revolution from the customer's perspective

08:00	Registration & Coffee
The Next Level of Personalisation & Customer Engagement	
09:00	<p>Welcome by Savant Events and Chairperson <i>Philipp Haas, omnichannel expert and consultant, ex-COO/MD Sales & Multichannel, Media Markt Saturn</i></p>
09:10	<p>Inspirational Keynote e-Pioneering with Blockchain: Invention, Disruption and Consumer Empowerment</p> <ul style="list-style-type: none"> • Blockchain as the key for moving to the next dimension of online search • Innovative methods of harnessing the power of customer data • Empowering the customer through m-Commerce, mobile discovery, and data ownership • Being anti-establishment in your business mindset to open new frontiers of what is possible in e-Commerce • Exploring innovative models of real-time personalisation <p><i>Tobias Haag, CEO, Wysker</i></p>
09:40	<p>Case Study How personalization & customer engagement is being considered at companies amidst obfuscation created by Point Solutions <i>Anoop Vasisht, Vice President, Dynamic Yield with Christian Ehardt & Kerstin Holzinger, Chal-tec</i></p>
10:10	<p>Panel A Virtual Wonderland: Creating an environment that inspires customer engagement and enhances the customer experience both online and offline</p> <ul style="list-style-type: none"> • Using augmented reality in the online customer experience • Creating interactivity in the customer experience • Reaping the loyalty, retention and conversion rewards of investing in an enhanced customer experience online • Creating an immersive and entertaining experience for your customers; and how to do this in a way that keeps them engaged with your online channels, brand, and message <p><i>Lars Wagner, CMO & Member of the Board, Playmobil</i> <i>Christopher Riedel, Deputy Manager Digital, IKEA</i> <i>Felix Jahn, Head of eCommerce Europe, PUMA Europe</i> <i>Moderator: Tobias Soffner, Executive Producer, Demodern</i></p>
11:00	Speed Networking Break & Refreshments
Deciphering the Customer Journey across all Channels	
11:45	<p>Thought Leadership Creating consistent and sustainable lifts across your digital marketing campaigns, at every customer touchpoint, regardless of the channel. <i>Mario Imperato, SVP Europe, Persado</i></p>

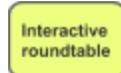
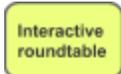
12:05	<p>Inspirational Keynote Learning from the e-Commerce Visionary: How retail has evolved and its new mobile reality</p> <ul style="list-style-type: none"> • How the pioneer of eCommerce envisioned the future of retail in 1995, compared to where we're at today • What retail concepts and trends are going to become redundant when competing in an Amazon-driven world • Why brick and mortar is not dead, but it does need a makeover • Why mobile should be your core focus... if you want to stay competitive and relevant • Why you need to digitise the customer experience and create an omnichannel architecture built around the customer, with tactical advice to get there <p><i>Stephan Schambach, Pioneer of eCommerce, CEO & Founder, NewStore</i></p>
12:30	<p>Innovation Roundtables</p> <p> RT1: Customer journey: Real vs AI-driven user experience <i>With Julia Nitschke, Director Digital & Consulting, eye square</i></p> <p> RT2: Maximize the potential of your acquisition, conversion and customer lifetime value programs by leveraging powerful AI capabilities. Customer-centric campaigns, Omni-channel orchestration & Marketing automation - <i>With Tom Maier, Sales and Business Development Manager DACH, Exponea</i></p>
13:15	<p>Lunch & Networking Time Private lunch with Sponsor</p>
<p>Navigating across the Customer Experience Terrain</p>	
14:15	<p>Keynote Customer experience: Be the brand that dresses your customer's ambition</p> <ul style="list-style-type: none"> • Using customer experience as a driver of business growth and development • Shaping your branding and business development strategies around the customer • Building customer loyalty through offering a premium customer experience <p><i>Linda Dauriz, Director Customer Experience & Corporate Development, HUGO BOSS</i></p>
14:40	<p>Thought Leadership Elevate your performance with personalized insights and data-driven advice</p> <p><i>Thomas Weyand, VP DACH Region, Content Square</i></p>
15:00	<p>Retailer Roundtables In the customer's shoes: Walking the customer journey with market leaders</p> <p> RT 1 with L'oreal: Staying on top of the pack: Using data in trend analysis to understand what trends to pay attention to, and how to extract value from them - <i>with Sascha Müller, Customer Director eCommerce, L'Oreal</i></p> <p> RT2 with Zalando: Deciphering user behaviour: Understanding the customer in the pre-purchase phases - <i>with Jorge Ramos, Lead Digital Analytics, Zalando</i></p> <p> RT 3 with Montblanc: Going against the grain: Maintaining your market share outside of marketplaces by maximising customer loyalty through your brand, customer service, and customer engagement strategies - <i>with Oliver Gebien, Director eCommerce, Montblanc</i></p>

	 RT 4 with Mars Petcare: Winning with Whiskas: How to optimally combine digital & traditional marketing to create a customer-influencing ecosystem - <i>with Malte Dammann, Chief Customer Officer, Mars Petcare</i>
15:45	Networking Break & Refreshments
Smoothing out the Bumps in the Omnichannel Road	
16:05	Executive Panel Go with the Flow: Promoting intuitive movement between channels <ul style="list-style-type: none"> • Creating a smooth customer experience through a seamless integration of channels • Using online channels to enhance the customer experience in-store • Converting in-store technologies and online channels into natural elements of the customer's in-store experience <i>Dirk Ploss, Digital Technologies Scouting & Advisory, Beiersdorf</i> <i>Oliver Gebien, Director eCommerce, Montblanc</i> <i>Malte Dammann, Chief Customer Officer, Mars Petcare</i> <i>Alexander Wittkow, Head of Digital Sales Channels, Media Markt Saturn</i> <i>Moderator: Philipp Haas, omnichannel expert, ex-COO/Managing Director Vertrieb & Multichannel, Media Markt Saturn</i>
16:50	Keynote Discovery - Inspiration - Innovation: Stimulating customer engagement across mobile channels <ul style="list-style-type: none"> • Integrating mobile into your overall strategy • Optimising personalisation by analysing user behaviour across online channels • Generate the highest value for your customers by creating an engaging mobile experience through discovery and inspiration • Reaping the rewards of social influencers in your online strategy <i>Christoph Sachsenhausen, Director Product Mobile, AboutYou</i>
17:15	Chairperson's closing remarks
17:20	Official Savant Drinks Reception for all attendees
19:00	Informal dinner and get together - location tbc

Day 2: Embracing the customer-centric revolution through business processes and innovation

08:00	Registration
Innovation: Giving your Company the Edge	
09:00	Welcome by Chairperson Jesko Breuer, Founder & Managing Director, customerIDENT
09:10	Keynote Discussing Digitization: What positioning your organisation as a leader in today's digital & marketplace-driven world entails <ul style="list-style-type: none"> • Transforming digitally to tackle the competitive terrain of today's markets

	<ul style="list-style-type: none"> • Rethink supplier-business relationships and supply chain strategies to account for the shift in consumer-behaviour and demands • Addressing the core elements of digitization: data flexibility, processes, and people <p><i>Dr. Andreas Rödl, eCommerce Director, PVH Holdings (Tommy Hilfiger & Calvin Klein)</i></p>
09:35	<p>C-level Panel Adapting to the dynamism of e-Commerce: Creating a corporate culture of innovation</p> <ul style="list-style-type: none"> • Motivating staff to adopt new technologies and practices in an agile environment • Converting a traditional business to one that embraces and inspires innovation • crowdsourcing inspiration to give your business the edge • Giving your company and staff direction when adopting new innovations and change <p><i>Steffen Heilmann, Senior Vice President - IT, MyToys</i> <i>Christoph Haberbauer, Managing Director DACH, Made.com</i> <i>Ben Farrell, Head of Central Operations & Transport, John Lewis</i> <i>Moderator: Gabriele Riedmann de Trinidad, Managing Director, Platform3L</i></p>
10:20	<p>Innovation Spotlight Story over Time: Redefining Retail with Ampliance</p> <p><i>Nicolo Viegenger, Account Director - DACH, Ampliance</i></p>
10:30	<p>Refreshment & Speed Networking Break</p>
<p>Streamlining Business Processes through Technology and Data</p>	
11:15	<p>Keynote Using technology to create a customer-centric supply chain and fulfilment strategy</p> <ul style="list-style-type: none"> • Using machine learning, automation and AI in your supply chain to make fulfilment strategies more efficient • Using data to maximise the fulfilment experience • Harnessing the benefits of technology to improve turnaround time and meet the increasing demand for shorter delivery times <p><i>Ben Farrell, Head of Central Operations & Transport, John Lewis</i></p>
11:40	<p>Case Study “Anything, Anytime, Anywhere – Delivering great Customer Experience at the right Time”</p> <p><i>Sebastian Mengewein, solution consultant, Selligent Marketing Cloud & <i>Andreas Sobing, Head of CRM, Brille24</i></i></p>
12:10	<p>Innovation Panel May the Innovation force be with you: Data, Deep Learning & IoT in business processes, to use technology in doing business smarter</p> <ul style="list-style-type: none"> • How can you use data to merge the business and customer experience? • what technologies are just a fad, and what is the future that you should be paying attention to? • How you can practically implement smart data systems and IoT into business processes to get tangible value from these technologies? • What processes should be automated, both at the customer-end and 'behind-the-scenes'? How do you do this in a financially and technologically viable way? <p><i>László Kovács, Managing Director, Cyberport</i> <i>Gabriela Seir, European Head of Digital Product & Innovation, Coca Cola</i> <i>Dr. Christoph Lütke Schelhowe, VP Product Analytics, Zalando</i> <i>Moderator: Gabriele Riedmann de Trinidad, Managing Director, Platform3L</i></p>
12:55	<p>Thought Leadership Selling internationally and the need for sales tax automation</p>

	<i>Sacha Wilson, Sales Director EMEA, Avalara</i>
13:15	Lunch & Networking Break for all Delegates
Customer Insights & Maintaining Market Share	
14:15	<p>Retailer Roundtables Exploring customer insights to boost all aspects of your business</p> <p> RT 1: Fulfilment strategy facelift: Using customer and business insights to boost your fulfilment strategy - with <i>Daniel Bäumer, Director Omni-Channel Capabilities & Experience, Vodafone</i></p> <p> RT 2: Discussing data challenges: Centralising data to be a customer centric B2B player - with <i>Christian Leihner, Head of Creative excellence & Digital Transformation, Unilever</i></p> <p> RT 3: measuring performance across multiple touch points: optimising attribution across digital channels as well as between online and offline - with <i>Dr. Jannika Bock, Head of Measurement & Attribution - Central Europe, Google</i></p> <p> RT 4: The privacy pain point: The threat - and potential - of the GDPR - with <i>Kerstin Uhl, VP Digital Transformation - CRM & Analytics, Allianz</i></p>
15:00	<p>Fire-Side Chat with PUMA: How to position your brand in the landscape of marketplaces</p> <ul style="list-style-type: none"> • How does PUMA implement strategic business opportunities to enable sustainable long-term growth • Developing your own web-shop versus selling on marketplaces • How to find compelling reasons for buyers to come to your store rather than marketplaces • Using marketplaces in international expansion <p><i>Felix Jahn, Head of eCommerce Europe, PUMA Europe</i></p>
15:25	<p>Keynote Through the Magic Looking Glass: Understanding how to consistently exceed your customers' expectations through customer insights & data</p> <ul style="list-style-type: none"> • Using data to best care for your customers and provide harmonious product offerings • The value of research and appropriate customer data processing in creating perfectly tailored customer experiences that meet your customer's expectations • Recovering customer loyalty after failing to meet your customer's expectations <p><i>Mark Ralea, Managing Director, GLOSSYBOX</i></p>
15:50	Chairperson's closing remarks
Refreshments & Networking Break Conference Close	

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