

## Savant E-Commerce Berlin

### Diving into the Customer-Centric Revolution

*Senior level e-Commerce summit for advanced pure players and omnichannel retailers in Europe*




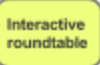


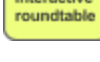
**1 - 2 March 2018 | Berlin | Spreespeicher Loft 030 - Stralauer Allee 2**

#### **Confirmed Speakers:**

- ❖ Stephan Schambach, eCommerce Pioneer, CEO & Founder, **NewStore**
- ❖ Luca Weinrauch, Head of Digital International Division, **Sony Music**
- ❖ Felix Jahn, Head of eCommerce Europe, **PUMA Europe**
- ❖ Steffen Heilmann, Senior VP of IT, **MyToys**
- ❖ Ben Farrell, Head of Central Operations and Transport, **John Lewis**
- ❖ Tobias Haag, CEO, **Wysker**
- ❖ Christoph Haberbauer, Managing Director DACH, **Made.com**
- ❖ Sascha Müller, Customer Director eCommerce, **L'Oreal**
- ❖ László Kovács, Managing Director, **Cyberport**
- ❖ Gabriela Seir, European Head Of Digital Product & Innovation, **Coca Cola**
- ❖ Dirk Ploss, Head of Global e-Commerce Multichannel, **Beiersdorf**
- ❖ Kerstin Uhl, VP Digital Transformation - CRM & Analytics, **Allianz**
- ❖ Daniel Infanger, VP international B2C, **Conrad Electronics**
- ❖ Jorge Ramos, Lead Digital Analytics, **Zalando**
- ❖ Speaker tbc, **Brille24**
- ❖ Dr. Jannika Bock, Head of Measurement & Attribution - Central Europe, **Google**
- ❖ Jesko Breuer, Founder & Managing Director, **customerIDENT**
- ❖ Julia Nitschke, Director Digital, **eye square**
- ❖ Speaker tbc, **Selligent**
- ❖ Speaker tbc, **Amplience**
- ❖ Anoop Vasisht, Vice President, **Dynamic Yield**
- ❖ Tom Maier, business development, **Exponea**

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

08:00	<b>Registration &amp; Coffee</b>
	<b>Taking Personalisation to the Next Level</b>
09:00	<b>Welcome by Savant Events and Chairperson</b>
09:10	<p><b>Inspirational Keynote   e-Pioneering with Blockchain: Invention, Disruption and Consumer Empowerment</b></p> <ul style="list-style-type: none"> <li>• Blockchain as the key for moving to the next dimension of online search</li> <li>• Innovative methods of harnessing the power of customer data</li> <li>• Empowering the customer through m-Commerce, mobile discovery, and data ownership</li> <li>• Being anti-establishment in your business mindset to open new frontiers of what is possible in e-Commerce</li> <li>• Exploring innovative models of real-time personalisation</li> </ul> <p><i>Tobias Haag, CEO, Wysker</i></p>
09:35	<p><b>Retailer Keynote   Using Data Smarter: Enriching the Personalised Customer Experience</b></p> <ul style="list-style-type: none"> <li>• Optimally using machine learning, AI, and A/B testing in personalisation</li> <li>• Using data in real-time personalisation</li> <li>• Creating a unique online habitat tailored to each customer's desires and needs</li> </ul> <p><i>Luca Weinrauch, Head of Digital International Division, Sony Music</i></p>
10:00	<p><b>Case Study   How personalization &amp; customer engagement is being considered at companies amidst obfuscation created by Point Solutions</b></p> <p><i>Anoop Vasisht, Vice President, Dynamic Yield</i></p>
10:30	<b>Speed Networking Break &amp; Refreshments</b>
	<b>Using Technology to Enhance Customer Experience &amp; Engagement</b>
11:15	<p><b>Panel   A virtual wonderland: Creating an environment that inspires customer engagement and enhances the customer experience</b></p> <ul style="list-style-type: none"> <li>• Using augmented reality in the offline and online customer experience</li> <li>• Creating interactivity in the customer experience</li> <li>• Reaping the loyalty, retention and conversion rewards of investing in an enhanced customer experience online</li> <li>• Driving customers across online channels through creating an immersive and entertaining experience</li> </ul>
12:00	<p><b>Case Study   Achieving consumer-centricity: the death of traditional marketing</b></p> <p><i>Selligent &amp; Brille24</i></p>
12:30	<p><b>Inspirational keynote   Learning from the e-Commerce Visionary: How eCommerce has developed over the last two decades, and its new mobile reality</b></p>


	<ul style="list-style-type: none"> <li>• How the pioneer of eCommerce envisioned the future of eCommerce in 1995, compared to where we're at today</li> <li>• What retail concepts and trends are going to become redundant when competing in an Amazon-driven world</li> <li>• Why mobile should be your core focus... if you want to stay competitive and relevant</li> <li>• Why you need to digitise the customer experience and create an omnichannel architecture built around the customer.</li> </ul> <p><i>Stephan Schambach, Pioneer of eCommerce, CEO &amp; Founder, NewStore</i></p>
12:55	<p><b>Innovation Roundtables</b></p> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p><b>RT1:</b> Customer journey: Real vs AI-driven user experience - With <i>Julia Nitschke (TBC), Director Digital, eye square</i></p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="margin-right: 10px;">  </div> <div> <p><b>RT2:</b> Maximize the potential of your acquisition, conversion and customer lifetime value programs by leveraging powerful AI capabilities. - Customer-centric campaigns, Omni-channel orchestration &amp; Marketing automation - With <i>Tom Maier, Business Development, Exponea</i></p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="margin-right: 10px;">  </div> <div> <p><b>RT3:</b> A focus on the visual: Using images and video in search optimisation - With</p> </div> </div>
13:40	<b>Lunch &amp; Networking Time   Private lunch with Sponsor</b>
	<b>The Power of Branding in Customer Retention and Loyalty</b>
14:30	<p><b>Keynote   Consumer experience: Making it your brand</b></p> <ul style="list-style-type: none"> <li>• Use digital transformation to position your company to be consumer experience-driven</li> <li>• Building customer loyalty through creating a premium consumer experience</li> <li>• Getting consumers to emotionally connect with your brand</li> <li>• How to measure and attribute conversions and retention rates to your branding and consumer experience strategy</li> </ul>
14:55	<p><b>Thought Leadership   Understanding your consumer: Enhancing analytics and UX to get consumers to buy, not bounce</b></p>
15:15	<p><b>Retailer Roundtables   In the customer's shoes: Walking the customer journey with market leaders</b></p> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="margin-right: 10px;">  </div> <div> <p><b>Roundtable 1 with L'oreal:</b> 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>Sascha Müller, Customer Director eCommerce, L'Oreal</i></p> </div> </div> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="margin-right: 10px;">  </div> <div> <p><b>Roundtable 2 with Zalando:</b> Deciphering user behaviour: Understanding the customer in the pre-purchase phases <i>Jorge Ramos, Lead Digital Analytics, Zalando</i></p> </div> </div> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="margin-right: 10px;">  </div> <div> <p><b>Roundtable 3:</b> Giving outstanding customer service to take the customer on their best journey</p> </div> </div> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p><b>Roundtable 4:</b> The role of social media in the customer journey</p> </div> </div>

16:00	<b>Networking Break &amp; Refreshments</b>
	<b>Smoothing out the Bumps in the Omnichannel Road</b>
16:15	<b>Thought leadership   Unleashing the potential of mobile</b> <ul style="list-style-type: none"> <li>Increasing conversion rates on mobile channels</li> <li>Blending mobile channels to enhance the customer experience and facilitate the customer journey all the way to post-purchase</li> <li>Choosing the mobile strategy that's right for your business and customer</li> </ul>
16:35	<b>Panel   Go with the Flow: Promoting intuitive movement between channels</b> <ul style="list-style-type: none"> <li>Using online channels to enhance the customer experience in-store</li> <li>Converting in-store technologies and online channels into natural elements of the customer's in-store experience</li> <li>Creating a smooth customer experience through a seamless integration of online channels</li> </ul> <i>Dirk Ploss, Head of Global e-Commerce Multichannel, Beiersdorf</i>
17:10	<b>Innovation Keynote   Voice: The next 'future of e-Commerce'?</b> <ul style="list-style-type: none"> <li>How, and what, will e-Commerce players need to adapt to embrace voice?</li> <li>How will we understand and engage the customer in a world of conversational commerce?</li> <li>How will voice-based commerce function across different industries?</li> <li>What are the limits of conversational commerce?</li> </ul>
17:40	<b>Official Savant Drinks Reception for all attendees</b>
19:30	<b>Informal dinner and get together - location tbc</b>

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

08:00	<b>Registration</b>
	<b>Innovation: Giving your Company the Edge</b>
	<b>Welcome by Chairperson</b> Jesko Breuer, Founder & Managing Director, <b>customerIDENT</b>
09:00	<b>Inspirational Keynote   Driving Digital Transformation: Position your organisation to be dynamic, innovative, and centred around the customer</b> <ul style="list-style-type: none"> <li>Merging digital strategies and innovation to create the ultimate customer experience</li> <li>Converting your business model to be relevant in today's integrated, globalised, and competitive world</li> <li>Digital transformation as the tool to empower your organisation to reach new heights and achieve bold goals</li> </ul>
09:30	<b>Case Study   CX: It's time to stop talking about it and do something!</b>

10:00	<p><b>C-level Panel   Adapting to the dynamism of e-Commerce: Creating a corporate culture of innovation</b></p> <ul style="list-style-type: none"> <li>• Motivating staff to adopt new technologies and practices in an agile environment</li> <li>• Converting a traditional business to one that embraces and inspires innovation</li> <li>• crowdsourcing inspiration to give your business the edge</li> <li>• Giving your company and staff direction when adopting new innovations and change</li> </ul> <p><i>Steffen Heilmann, Senior Vice President - IT, MyToys</i>  <i>Luca Weinrauch, Head of Digital International Division, Sony Music</i>  <i>Christoph Haberbauer, Managing Director DACH, Made.com</i></p>
10:40	<p><b>Innovation Spotlight   Story over Time: Redefining Retail with Ampliance</b>  <i>Speaker tbc, Ampliance</i></p>
10:50	<p><b>Refreshment &amp; Speed Networking Break</b></p>
	<p><b>Streamlining Business Processes through Technology and Data</b></p>
11:40	<p><b>Keynote   Using technology to create a customer-centric supply chain and fulfilment strategy</b></p> <ul style="list-style-type: none"> <li>• Using machine learning, automation and AI in your supply chain to make fulfilment strategies more efficient</li> <li>• Using data to maximise the fulfilment experience</li> <li>• Harnessing the benefits of technology to improve turnaround time and meet the increasing demand for shorter delivery times</li> </ul> <p><i>Ben Farrell, Head of Central Operations &amp; Transport, John Lewis</i></p>
12:05	<p><b>Case Study   Keep it Simple, Stupid: Making fulfilment easy for you and your customer</b></p>
12:35	<p><b>Panel   May the innovation force be with you: Data, AI and IoT in eCommerce business processes</b></p> <ul style="list-style-type: none"> <li>• How to add digital value to your physical assets and products</li> <li>• Finding the right balance between automation and human interaction</li> <li>• What processes should be automated first, both at the customer-end and ‘behind-the-scenes’? How do you do this in a financially &amp; technologically viable way?</li> <li>• How can you use AI, machine learning, and IoT to develop your business goals?</li> <li>• Using data to merge the business and customer experience</li> </ul> <p><i>László Kovács, Managing Director, Cyberport</i>  <i>Gabriela Seir, European Head of Digital Product &amp; Innovation, Coca Cola</i></p>
13:15	<p><b>Retailer Roundtables   Exploring customer insights to boost all aspects of your business</b></p> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;">Interactive roundtable</div> <div> <p><b>Roundtable 1:</b> measuring performance across multiple touch points: optimising attribution across digital channels as well as between online and offline  <i>Dr. Jannika Bock, Head of Measurement &amp; Attribution - Central Europe, Google</i></p> </div> </div> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;">Interactive roundtable</div> <div> <p><b>Roundtable 2:</b> <i>When do they want it? Now!</i>: Keeping up with the pace of customer demands in product availability and diversity</p> </div> </div> <div style="display: flex; align-items: flex-start;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;">Interactive roundtable</div> <div> <p><b>Roundtable 3:</b> <i>Fads or the future?</i>: Using customer, market, and business insights to know which technologies are worth your time and investment</p> </div> </div>

	 <p><b>Roundtable 4:</b> <i>The privacy pain point:</i> Obtaining, and maximising the analysis of, customer data when operating in a region with stringent privacy concerns and regulations  <i>Kerstin Uhl, VP Digital Transformation - CRM &amp; Analytics, Allianz</i></p>
14:00	<b>Lunch &amp; Networking Break for all Delegates</b>
	<b>Working in the World of Marketplaces</b>
14:45	<b>Thought leadership case study   Marketplaces and international expansion: Using marketplaces as your first point-of-entry when expanding internationally</b>
15:10	<p><b>Fire-Side Chat with PUMA: How to position your brand in the landscape of marketplaces</b></p> <ul style="list-style-type: none"> <li>• How does PUMA implement strategic business opportunities to enable sustainable long-term growth</li> <li>• Developing your own web-shop versus selling on market places</li> <li>• How to find compelling reasons for buyers to come to your store rather than marketplaces</li> <li>• Using marketplaces in international expansion</li> </ul> <p><i>Felix Jahn, Head of eCommerce Europe, PUMA Europe</i></p>
15:35	<p><b>Keynote   The Amazon Effect: In the face of uncontrollables, what can you control in an Amazon-driven world?</b></p> <ul style="list-style-type: none"> <li>• Positioning your price strategy to stay competitive but profitable when working with marketplaces, or alongside marketplaces</li> <li>• Creating a resilient and appropriate stock strategy that allows your company to resist the high-intensity fluctuations caused by big sales days</li> <li>• Creating a sustainable USP in the world of marketplaces</li> <li>• Keeping your market-share in the face of the roll-out of the Amazon supply chain</li> </ul>
16:00	<b>Chairperson's closing remarks</b>
	<b>Refreshments &amp; Networking Break   Conference Close</b>

## Our partners

