

Savant eCommerce Amsterdam

Customer Centricity in the Digital Revolution

*Senior level eCommerce summit for advanced pure players and omnichannel retailers
in Europe*




24 - 25 April 2018 | W Amsterdam | Spuistraat 175, 1012 VN Amsterdam

Confirmed Speakers:

- ❖ Daniel Gebler, Chief Technology Officer, **Picnic**
- ❖ Barry van Ruiven, CEO, **Juke International** & Member of the Board, **MediaMarktSaturn**
- ❖ Glenn Abell, VP, Head of Global eCommerce, **LEGO**
- ❖ Damien Poelhekke, Managing Director Benelux, **Made.com**
- ❖ Kasper Brandi Petersen, Founder, **Labfresh** & Board Member, **Modomoto**
- ❖ Corinne Avelines, Global Head of Digital & eCommerce, **Akzonobel** & President-AMS chapter, **AR/VR Association**
- ❖ Ernst Hoestra, Managing Director Commerce, **Startupbootcamp**
- ❖ Max Amordeluso, EU Lead Evangelist, **Amazon Alexa**
- ❖ Roel Hermens, Co-founder & Head of Development, **Beerwulf**
- ❖ Gertin Schraa, Global lead eCommerce, **Philips**
- ❖ Thomas Stegelmann, Director of Digital Communication and eCommerce, **DENHAM**
- ❖ Elmer Hiemstra, Customer Service Manager, **Bol.com**
- ❖ Janina Vriesekoop, Innovation & Digital Manager, **Heineken**
- ❖ Ruben Klerks, Social Media Manager, **KLM**
- ❖ Stefan Plantinga, Manager Online Development, **Nextail Blokker (tbc)**
- ❖ Peter Burggraaff, Associate Director, **BCG**
- ❖ James Palmer, Director of Sales EMEA, **Smartling**
- ❖ Sacha Wilson, Director of Sales EMEA, **Avalara**
- ❖ Oliver Bogatu, VP Sales, **Astound Commerce**
- ❖ Speaker tbc, **Content Square**

Day 1 | In Their Shoes - Customer Centricity along the Customer Journey



08:00	Registration & Coffee
The Future of E-Everything	
09:00	Welcome by Savant Events and Chairperson <i>Peter Burggraaff, Associate Director, BCG</i>
09:20	Inspirational Keynote Voice: The emerging channel and its impact on eCommerce <ul style="list-style-type: none"> • What does Amazon predict the future of voice to be? How does Amazon see Voice integrating into daily life? • How is voice going to impact retail, and what does this mean for eCommerce players and their omnichannel strategy? <i>Max Amordeluso, EU Lead Evangelist, Amazon Alexa</i>
09:45	Market Leader Keynote Through a Pure Player's eyes: Insights, predictions and possibilities of the future of eRetail <ul style="list-style-type: none"> • What customer-centricity in the future will mean, and require • How retailers should innovate and adapt to the future of retail, across digital channels • The tech trends that are going to disrupt and drive eRetail in the decade to come <i>Sebastian Betz, CEO & Co-founder, ABOUT YOU (tbc)</i>
10:10	Case Study Speaking in the language of the customer: enabling your business to harmoniously personalise and localise across markets and across all aspects of the business <i>James Palmer, Director of Sales EMEA, Smartling</i>
10:40	Networking activity
11:00	refreshments
[The Browsing] : Omnichannel Evolution	
11:20	Case Study Building the ultimate omnichannel infrastructure
11:50	Retailer Keynote Getting ahead of the times: effectively evolving with the omnichannel shift to become a leader in seamless omnichannel experiences <ul style="list-style-type: none"> • How to effectively evolve with the channel shift? • Creating a seamless omnichannel experience, and what that actually entails • Building a harmonious customer-satisfaction offering and excellent customer experience across channels
12:15	Innovation Spotlight Selling internationally and the need for sales tax automation <i>Sacha Wilson, Sales Director EMEA, Avalara</i>
12:25	Retailer Fireside Engagement or Conversion?: A discussion on what the best medium term goal for your mobile strategy should be


	<ul style="list-style-type: none"> • Should mobile be focused on discovery and engagement, or on increasing conversion rates? • What does a conversion-first mobile strategy entail? • Is it possible to create a balance mobile strategy that meets both your, and the customer's, desires?
13:00	Lunch & Networking Time Private lunch with Sponsor
[The Buying] : Customer Insights & Conversion	
14:10	Thought Leadership Digital business development: Chances & Challenges in eCommerce Internationalization Strategies <i>Oliver Bogatu, VP Sales, Astound Commerce</i>
14:30	Retailer Keynote Tailoring to their tastes: Invigorating your customer service & personalisation strategy through using data smarter <ul style="list-style-type: none"> • Now that you have the customer's data, what's next? • Creating a 360° view of your customers through optimising the gathering and interpretation of customer data, and applying it to provide personalised and excellent customer service • The value and limits of chatbots in customer service - with insights from Billie at Bol.com • Getting creative with ways to leverage customer data to better help customers and enhance their experience <i>Elmer Hiemstra, customer service manager, Bol.com</i>
14:55	Innovation Roundtables <ul style="list-style-type: none">  Anything, Anytime, Anywhere – Delivering great Customer Experience at the right Time  CX: It's time to stop talking about it and do something!  Unleashing the potential of mobile: optimising your mobile strategy to increase mobile conversions
15:40	Networking Break & Refreshments
[...and Beyond] : Customer Engagement & Experience	
16:10	Innovation Spotlight How to forge stronger customer relationships through smarter engagement
16:20	Executive Panel: Competing in the Attention Economy: Engaging customers through marketing campaigns that win your customer's attention and loyalty <ul style="list-style-type: none"> • Where, when and how to engage customers online • Creating a coherent, cross-channel marketing campaign that keeps customers engaged with your brand, especially in a social-media driven world

	<ul style="list-style-type: none"> How to select the right innovations and campaigns to invest in, to generate long-term ROI <p><i>Corinne Avelines, Global Head of Digital & eCommerce, Akzonobel & President-AMS chapter, AR/VR Association</i></p>
17:05	<p>Retailer Keynote Hello KLM: How KLM uses the best of humans and technology to talk with her passengers on chat and voice</p> <ul style="list-style-type: none"> Engaging customers with a warm, personal feel, whilst being where the customers are - on social media. What the importance of a conversation with your customers is A discussion of the conversational phases: <ul style="list-style-type: none"> phase 1 - Flight info, AI, and BB... phase 2 - Voice <p><i>Ruben Klerks, social media manager, KLM</i></p>
17:30	Chairperson's closing remarks
17:40	Official Savant Drinks Reception for all attendees

Day 2 | Becoming a business that embodies customer-centricity in a digital and data-driven landscape

08:00	Registration
Doing Digital Right	
09:00	Welcome by Chairperson
09:15	<p>Inspirational Keynote AI-driven Customer Centricity: Using AI & data to structure all aspects of your business around the customer</p> <ul style="list-style-type: none"> What an AI-first business model entails, and why it is the model of the customer-centric future How to optimally use customer data to improve business processes and be as flexible as needed to withstand the impact of rapid expansion How to structure your supply chain to meet the ever-growing customer demands <p><i>Daniel Gebler, CTO, Picnic</i></p>
09:40	Case Study Maximize the potential of your acquisition, conversion and customer lifetime value programs by leveraging powerful AI capabilities
10:10	<p>Retailer Case Study Demystifying Digital: Innovation, AI, and Digital Transformation</p> <ul style="list-style-type: none"> The value and possibilities of using AI, chatbots, and image recognition in your digital strategy Motivating staff and changing the organisational culture through innovation, technologies, and incentives <p><i>Janina Vriesekoop, Innovation & Digital Manager, Heineken</i></p>
10:35	Networking and refreshment break
Digital Transformation & your Business Strategy	

11:20	<p>Power to the People! Taking data insights out of the ivory-towers of analytics departments and democratizing it, by putting it in the hands of front-line employees <i>Speaker tbc, Content Square</i></p>
11:30	<p>Keynote From Transactional to Experiential: The journey to finding your niche in a competitive digital landscape</p> <ul style="list-style-type: none"> Transforming digitally to position your company & brand to be experience-driven Ensuring that your digital strategies are flexible and adaptable to the ever-evolving customer shopping journey Evolving digitally to live harmoniously in an environment of marketplace juggernauts <p><i>Glenn Abell, VP, Head of Global eCommerce, LEGO</i></p>
11:45	<p>Thought Leadership Get the complete picture: creating a solid data foundation to optimise your analytics abilities</p>
12:05	<p>Panel Don't be a dinosaur: Stimulating a culture of innovation in your organisation, to avoid getting stuck in the past</p> <ul style="list-style-type: none"> How to move from a traditional to innovative and agile way of working Motivating staff to be inspired, innovative, and adaptive Learning about the experiences, best-practices, and bumps in the road of transforming to a digital and innovative business model <p><i>Glenn Abell, VP, Head of Global eCommerce, LEGO</i> <i>Roel Hermens, Co-founder & Head of Development, Beerwulf</i> <i>Stefan Plantinga, Manager Online Development, Nextail Blokker (tbc)</i> <i>Gertin Schraa, Global lead eCommerce, Philips</i></p>
13:15	<p>Lunch & Networking Break for all Delegates</p>
<p>Leveraging the eCommerce ecosystem</p>	
14:10	<p>Retailer Keynote Merging old-school with innovation: How MediaMarktSaturn and Juke International are blending traditional with digital, and in-store with online</p> <ul style="list-style-type: none"> The value that human, rather than artificial, intelligence can add in new product offerings Competing successfully in a world of algorithms, machine learning, and on-demand consumption, by merging the traditional with digital to find your niche in the market How Juke leverages the MediaMarktSaturn retail and partner ecosystem in Europe to expand internationally and offer customers what other music platforms cannot <p><i>Barry van Ruiven, CEO, Juke International, Member of the Board, MediaMarktSaturn</i></p>
14:35	<p>Retailer Roundtables A session dedicated to reflecting with market leaders on how explore customer insights to boost all aspects of your business</p> <div style="margin-bottom: 10px;">  <p>Double Digit Growth: a discussion of the application of the value pyramid merged with high flexibility and rapid response times, to increase conversion rates year on year - <i>With Thomas Stegelmann, Director of Digital Communication and eCommerce, DENHAM the jeanmaker</i></p> </div> <div>  <p>Maintaining your market share outside of marketplaces by maximising customer loyalty through your brand, customer service, and customer engagement strategies</p> </div>

	 <p>#trending: Using influencer marketing across offline and digital touch points to engage the customer along the customer journey and build brand loyalty on the way</p>
15:30	Networking and refreshment break
15:50	<p>Panel Learning from the new kids on the block: Leveraging the startup ecosystem around you, to develop your business goals</p> <ul style="list-style-type: none"> • Learning from startups to invigorate a startup mindset in your organisation • Creating new partnerships via networks to expand your business horizons • Merging the best practices from startups and established business <p><i>Daniel Gebler, CTO, Picnic</i> <i>Kasper Brandi Petersen, Founder, Labfresh & Board Member, Modomoto</i> <i>Ernst Hoestra, Managing Director Commerce, Startupbootcamp</i></p>
16:35	<p>Retailer Keynote Innovation & Influencers: Learning from Made.com's international influencer strategy and how to crowdsource innovation</p> <p>A discussion of innovative methods of gathering new ideas, and democratizing the product development process to stay competitive and commercialise traditionally difficult ideas Leveraging your customer, influencer, and partner ecosystem to build your brand and offering The value, and shortfalls, of using influencers in your online campaigns</p> <p><i>Damien Poelhekke, Managing Director Benelux, Made.com</i></p>
17:00	Chairperson's closing remarks
Refreshments & Networking Break Conference Close	

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