

Beat: Business

RETAIL & E-COMMERCE - An EVENT Reserved For E-COMMERCE LEADERS

TO DECIPHER GLOBAL INNOVATIONS

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USPA NEWS - An Event Reserved For E-Commerce Leaders Dedicated To Decipher Global Innovations (Retail Media, IA, Customer Experience, Data, RSE, Supply Chain). This is dedicated to Managers and benefit them from a Complete Decryption of Innovations and Global Trends (US, EUROPE, ASIA, MIDDLE EAST) To Manage Their Daily Performance...

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- 2 Days to :

- * Understand what are the Keys to optimizing your ROI
- * Identify New Levers of Growth
- * Fuel your Decision-Making
- * Develop a unified vision of your business
- * Adapt to the "Permacrisis" and be more Resilient

Through Conferences, Masterclasses and Demos, Attendees can Explore the Challenges of 3 Different Themes:

- Omnichannel Customer Experience

- * From Acquisition to Customer Service, the Keys to building an Exceptional Experience
- * Virtual Commerce, Social Selling, Marketplaces: how to invest in All Channels?
- * Generative AI, Retail Media, Data: which Tools should you choose to boost your Performance in a Frugal Context?

- Smart Supply Chain

- * Delivery, the Cornerstone of the Customer Experience: how can it be optimized?
- * How can we put the Supply Chain at the Forefront of more Sustainable Retailing?
- * In an Uncertain Context, what are the Best Solutions for managing Fluctuating Demand and anticipating Inventory Management?

- Agile Data & IT

- * Which Infrastructure for which Customer Journey? The Challenge of IT / Business Harmonization
- * Cyber and Privacy Risks: how to anticipate New Threats to your Business ... and your Customers
- * Generalize the Use of Data in the Business for optimized Decision-Making

PROGRAM - Tuesday 6th of February, 2024

- Session 1 - Growth and profitability: innovate with frugality

- * Innovate with Frugality: Resilience and Renaissance in a VUCA World
- * CES 2024 Debrief: How L'Oréal integrates generative AI and Beauty Tech to reinvent the customer experience
- * [Cdiscount x Microsoft] Reinvent your Customer Experience and Business Processes with AI
- * [Uber Direct] Delivery at the Heart of Omni-Commerce Strategy and Customer Experience
- * Optimizing the Customer Experience with Zoho CRM: 3 Retail Use Cases
- * Accelerating retail transformation: How can technology drive innovation?
- * Success Story Le Petit Vapoteur: Innovation and Omnichannel thanks to Open Source and PrestaShop
- * [Rokt] Where Relevance Rules: Leveraging Retail Media to acquire New Customers

- Session 2 - AI, Data, Supply Chain: Boost your Performance

- * FNAC DARTY's Supply Chain: the Cornerstone of a Sustainable Brand Strategy
- * [Appian] Breaking down Functional Silos with a Connected Supply Chain
- * [Provalliance x Orixia-Visiperf] From National Campaigns to Ultra-Local Initiatives, how can you boost your Performance?
- * [DeluPay] Why we need to do away with Bankcards
- * [Glooh Media] Unlocks the Power of Retail Media
- * [Fitness Park] Acceleration of Growth thanks to the Digitalization Strategy of the Gym
- * [Chloé] Early Signals
- * How does AI boost Nestlé's Sales Force?
- * From Barcode to GS1 Augmented QR Code: a Revolution in the making
- * Club Med accelerates its Digital Transformation with Generative AI
- * Boost your Performance: 15 Generative AI Innovations that will transform Commerce

PROGRAM - Wednesday 7th of February, 2024

- Session 3 - Experience is Key: offer the Perfect Career Path

- * Sustain & Succeed. The Power of the Loop: Creating Value in the Circular Economy
- * [Hermès Systèmes d'Information] ChatGPT, Magic explained by Science
- * [Orange Business] iA: 2 Real-Life Experiences and 2 Lessons for your Projects
- * [MyShop Solaire x Pixaione] Search Marketing in the Age of AI
- * Focus on Customer Service : How does Christian Louboutin use this Resource to provide its Customers with Quality Support?
- * AB Tasty: Dare To Go Further
- * Generative AI: Reinventing the Customer Experience with AdCreative.ai
- * [LVMH x Accenture x KBRW] Behind the Scenes of an Ultra-Desirable Omnichannel Experience
- * Building an Agile Supply Chain: Saint Maclou's Experience in using Data to proactively manage Deliveries

- Session 4 - Your Customers have a Heart: reenchant Retailing

- * [Kiabi x Useradgents] Mobile at the Heart of the Commerce Switch
- * Géo, the Customer at the Heart of the Omnichannel Experience
- * [TikTok x Katali] What happens if we stop selling on the Internet?
- * [VTEX] Carrefour's Omnichannel Strategy : from a Monolith IT to Pragmatic Composability
- * How does Ultra Premium Direct optimize its Acquisition mix to fuel Growth with Wizaly's Multi-Channel Attribution Solution?
- * [Vinted Go] The Point of Sale, a New Service Hub for Consumers!
- * [Monoprix] Personalizing Relationships for Lasting Loyalty
- * [The Kooples x Imki] How Generative AI is revolutionizing Retail and Customer Experience?
- * [Bell & Ross] Distribution in Asia: Strategy and Evolution
- * Retail in China: Focus on Trends and Innovations
- * Back from NRF: 30 inspiring Stores in New York

Source: Retail & E-Commerce Event

6-7 February 2024

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