

Savant eCommerce Berlin

Data-Informed Digital Commerce

Senior level eCommerce gathering for advanced omnichannel retailers & pure players in the DACH region



5th - 6th February 2019

Spreespeicher | Stralauer Allee 2 | 10245 | Berlin | Germany

The digital ecosystem in which retailers and brands operate is increasingly complex. To stay relevant and competitive in a digital world, organisations need to be agile, data-driven, and wholly embrace a digital culture. However, it remains a challenge to balance the new industry norm of data-based decision making with legacy systems and traditional mindsets. Therefore, over two days, we'll be diving into a variety of topics that meet at the intersection between data-based insights, digital commerce, and digital transformation. We will be looking at how to foster a digital culture, what to prepare for in a future of voice interaction, and what value retailer-driven platforms can offer in a world of marketplaces and heightened competition. We will also be delving into the customer journey, exploring what opportunities and low hanging fruit remain for retailers to harness - to improve the customer experience, optimise conversion rates, build strong customer relationships, and reduce friction across the growing number of touchpoints between you and your customer.

Speakers

Nicky Claeys, CMO Northern Europe, **Domino's Pizza NEW**

Jessica Alsing, VP Digital Commerce EMEA, **Crocs NEW**

Philipp Haas, VP Expansion, **TIER Mobility**

Daniel Infanger, VP International B2C, **Conrad Electronics**

Simone Karweina, VP Product & User Experience, **MYTOYS GROUP NEW**

Guido Syre, Managing Director DACH, **Made.com NEW**

Laszlo Kovacs, Managing Director, **Cyberport**

Guido Schulz, Managing Director, **Rakuten Deutschland NEW**

Moritz Klämt, Global Digital Director, **Henkel NEW**

Christina Hirsch, Customer Experience Director, **Vodafone NEW**

Elena Bianchini, Director of Customer Experience & Mobile, **Lastminute.com NEW**

Sebastian McClintock, Customer Experience Director, **Delivery Hero SE NEW**

Annette Höher-Bäuerle, Group Customer Experience Director, **Thomas Cook NEW**

Christoph Sachsenhausen, Director of Product, Shop Applications, **ABOUT YOU**

Francesco Liut, E-commerce Director - Sunglass Hut, **Luxottica NEW**

Gabriela Seir, European Head of Digital Product & Innovation, **Coca Cola EP**

Kai Thornagel, Head Digital Activation & Connected Commerce, **Mondelēz International NEW**

Martin de Munnik, Co-founder & neuromarketing expert, **Neurensics NEW**

Marta Ewa Skassa, Product Manager - search and personalisation, **Zalando NEW**

Alexander Wittkow, Partner & Digital Transformation Lead, **Lupus & Company**

Patrick Lucas, Director Business Development, **Astound Commerce**

Speaker tbc, **ACI Universal Payments**

Speaker tbc, **ContentSquare**

Advisory Board

Nicky Claeys, CMO Northern Europe, Domino's Pizza

With over 15 years experience, Nicky is currently responsible for the development and implementation of the Domino's marketing strategy to strengthen brand equity, grow store sales and increase customer counts. Her role also entails development of new products, driving profitable menu solutions and spearheading digital customer-centric marketing innovations. Prior to joining Domino's, Nicky served as Global Head Online Marketing at Philips Lighting, leading the sector's digital transformation. Nicky started her career as Technical Brand Manager at Procter & Gamble and holds a Master in bio-engineering from the University of Ghent, Belgium; graduating Summa Cum Laude.

Philipp Haas, VP Expansion, TIER Mobility

Philipp is a true expert in Omnichannel business. He started as a salesman in one of the biggest Media Markt stores in Germany, where his career grew as he moved on to spearhead the entry of Media Markt & Saturn in Spain. Thereafter, he was named Managing Director (COO) Sales & Marketing in MediaMarktSaturn Retail Concepts. In this role, he oversaw the development, sales and operations of omnichannel business in all countries and to drive X-Channel customer experience. Philipp is now embarking on an exciting new adventure at e-mobility startup, TIER Mobility, as their VP Expansion.

Gabi Seir, European Head of Digital Product & Innovation, Coca-Cola EP

Gabriela is an award winning marketing and eCommerce leader with 15 years' experience working within global corporations. Experienced in product marketing, digital marketing, digital transformation, innovation, building and leading international teams. Gabriela is currently leading digital B2B customer marketing and is the commercial owner for digital B2B2C services and digital solution innovations for Coca-Cola EP.

Jesko Breuer, Managing Partner, JJP-Consult

Jesko is a senior digital and cross-channel expert with 20 years of experience in eCommerce, CRM and Retail business. Jesko currently serves as a digital transformation and eCommerce consultant to well-known brands and enterprises like WMF, Weber Grills, and Villeroy & Boch. Previously Jesko was MD at SevenVentures, buying eCommerce businesses for the Pro7Sat1 Group.

Felix Jahn, Head of e-Commerce Europe, PUMA

In his current role, Felix Jahn is responsible for leading the PUMA eCommerce business in 30 countries, managing global social media customer service, marketplace management & expansion, the development and management of omnichannel opportunities, and identifying and implementing strategic business opportunities to enable sustainable long-term growth, market expansion and increasing brand awareness. Felix has 15+ years' of professional experience in various fields of SCM, eCommerce and IT.

Agenda Day 1

Bridging the Digital Divide

08:00 Registration & Coffee	
Predictions for a Digital Future	
09:00	Welcome by Savant Events and Chairperson <i>Guido Syré, Managing Director DACH, Made.com</i>
09:10	Inspirational Keynote The next digital disruptor?: How will retailers survive and thrive in an era of AI-dominated voice interaction? <ul style="list-style-type: none"> - What will the future brand experience look like when voice becomes a dominant touch point? - How will retailers steer the prioritisation of products and brands on voice-based interfaces? - What opportunities should retailers and brands prepare to leverage as this channel gains momentum in the coming years <i>Nicky Claeys, CMO Northern Europe, Domino's Pizza</i>
09:35	Case Study The Future of Commerce: Making site search smarter
10:05	Inspirational Keynote The Spring of AI: Exploring the possibilities of AI during its rise in the retail sector <ul style="list-style-type: none"> - What applications does, and can AI have on the retail sector's success? - Understanding what commerce-enabled AI is, and how it can benefit brands and retailers in a digital and increasingly competitive retail landscape. - Where can the use of AI benefit the customer, through enabling scalability and diversity of assortment? - How do you know you are solving the right problem with AI? <i>Marta Ewa Skassa, Product Manager - search and personalisation, Zalando</i>
10:30 Networking & refreshments break	
Fostering a Digital Culture	
11:10	Case Study Raising your team's digital IQ - How digital professionals can bring actionable, data-based insights to frontline staff
11:40	Retailer Deep Dive The case of a global brand's quest to upskill their digital ecosystem <ul style="list-style-type: none"> - How to deploy innovation with different retailers considering their strategies and capabilities - How to build a scalable digital ecosystem and tech stack that creates a consistent experience <i>Gabriela Seir, European Head of Digital Product & Innovation, Coca-Cola EP</i>

12:05	<p>Inspirational Discussion Living the Data: Using data-based insights to accelerate digital transformation and embed a customer-centric culture in the organisation</p> <ul style="list-style-type: none"> - Examples on how to make the digital customer journey tangible to the core organisation - Inspiration on how to use data-based insights to re-educate senior management on the benefits of objective, rather than subjective, decision making - How you can position data-based insights as implementable insights across the organisation <p><i>Moderated by: Alexander Wittkow, Partner & Digital Transformation Lead, Lupus & Company Simone Karweina, VP Product & User Experience, MYTOYS GROUP Elena Bianchini, Director Customer Experience & Mobile, LastMinute.com</i></p>
<p>12:40 Lunch & Networking break</p>	
<p>Breaking the Barriers Between Digital & Physical</p>	
13:45	<p>Thought Leadership A Data-Driven future: How you can exploit the full potential of the data at your fingertips, to advance faster and smarter than the competition</p> <p><i>Patrick Lucas, Director Business Development, Astound Commerce</i></p>
14:05	<p>Deep Dive & AMA Session It takes two to tango: Creating a symbiotic relationship between the digital and physical channels to enhance the shopping experience</p> <ul style="list-style-type: none"> - Embedding a digital mindset in-store to overcome the hurdle to an omnichannel experience created by traditional retail mentalities - Using customer insights to inform the strategic level decisions on the channel split between digital and physical - Best practices in using data-based insights from digital channels to optimise and localise the in-store experience <p><i>Jessica Alsing, VP Digital Commerce EMEA, Crocs (tbc)</i></p>
14:45	<p>Innovation Roundtables</p> <p>RT 1 Round Table 1: Discussing the value of an omnichannel payment experience to improve conversion rates and customer experience - <i>with ACI Universal Payments</i></p> <p>RT 2 Round Table 2: Best-practice sharing in cross-channel attribution and measurement</p> <p>RT 3 Round Table 3: Content Commerce: staying true to your brand in a digital ecosystem - <i>With Patrick Lucas, Director Business Development, Astound Commerce</i></p>
<p>15:35 Networking Break & Refreshments</p>	
<p>The Possibilities of Platforms & Omnitaileer-Led Marketplaces</p>	
16:15	<p>Retailer keynote Omnitaileer-led marketplaces: Leveraging your customer base, brand and traffic in the next avenue of digital retail</p> <ul style="list-style-type: none"> - What stand-alone value can omnitaileer-driven, closed marketplaces offer that are different to established closed and open marketplaces - Both for the customer, and for the organisation?

	<ul style="list-style-type: none"> - What conditions need to be met to successfully start such a closed marketplace? - As an omnichannel retailer, under what conditions does launching a closed marketplace make sense? <p><i>Mark Ralea, Managing Director, Stylebop (tbc)</i></p>
16:45	<p>Retailer Brainstorm To “dance with the devil” or roll with the retailers?</p> <ul style="list-style-type: none"> - What alternative platform or ecosystem options are available for established brands and retailers to leverage in a market dominated by open, pureplay marketplaces? - Do retailer-driven closed-marketplaces offer brands value that pureplay marketplaces do not? - How can platforms be used to enhance the value offered to customers along the value chain, and keep them in your ecosystem? - What value do innovative platforms bring to the channel mix for established, and emerging brands and retailers? <p><i>Daniel Infanger, Vice President International B2C, Conrad Electronics</i> <i>Guido Schulz, Managing Director, Rakuten Deutschland</i></p>
17:20	Chairperson’s closing remarks
17:30	<p>Official Savant Drinks Reception for all attendees</p> <p>-----</p> <p>Private Dinner with Dynamic Action</p>

Agenda Day 2

Identifying Opportunities & Deciphering CX Along the Customer Journey

08:00	Registration
	From Awareness to Purchase
09:00	<p>Welcome by Savant Events & Chairperson <i>Philipp Haas, VP Expansion, TIER Mobility</i></p>
09:10	<p>Inspirational Keynote Mastering mobile: Adapting to the consumer’s mobile search behaviour to stand out from the crowd in the awareness and investigation phases</p> <ul style="list-style-type: none"> - What mobile behaviour do online brands and retailers need to account for, when developing tactics for attracting the customer’s attention in the awareness phase? - How do mobile-ready hero images help facilitate the search and investigation phase? - Video and vertical - the two key tools that you need to employ to enhance the customer experience in the awareness and investigation phases. <p><i>Martin de Munnik, Co-founder & neuromarketing expert, Neurensics</i></p>
09:40	<p>Lessons from a Pure Player Picking the Low Hanging Fruit: How ABOUT YOU facilitates the decision and purchase phases of the customer journey</p>

	<ul style="list-style-type: none"> - How can you optimise the relationship between convenience and experience at different touch points on your site? - The value that personalisation and one click check out can have on reducing stress and friction in the decision phase. - How building or amending products based on customer behaviour patterns can increase conversion rates whilst making your customers happier. <p><i>Christoph Sachsenhausen, Director of product, shop applications, ABOUT YOU</i></p>
10:00	Case Study Real-time Dynamism: Communicate in a personalised and frictionless manner with all customers, along the entire customer journey, in real time
10:30	Networking Activity & Refreshment break
CX along the customer journey	
11:10	<p>Expert deep dive Shaping the customer journey and product development around CX</p> <ul style="list-style-type: none"> - Rethinking the relationship between CX, revenue and efficiency along the customer journey - Pushing the right communication channels at different touch points in the customer journey, to enhance the CX and the service you can offer - Removing the competitive tension between customer centricity, revenue growth, and product design by embracing the mutually beneficial relationship between CX and digital <p><i>Christina Hirsch, Director Customer Experience, Vodafone</i></p>
11:35	Case Study To the light at the end of the funnel: Understanding customer intent to optimally guide customers through the purchase funnel online
12:00	<p>FMGC Keynote Facilitating the customer journey in the pre- and post-purchase phases through a strong customer service strategy</p> <ul style="list-style-type: none"> - Educating consumers in the pre-purchase phases to help guide them through the sales funnel - Using customer service as a tool to build relationships with consumers of FMCG products <p><i>Moritz Klämt, Global Digital Director, Henkel</i></p>
12:25	<p>CX Design Thinking Session</p> <p>In this session, you will join a group of 10 -15 other retailers and work together in a design thinking sessions to collectively solve a problem related to the topics below:</p> <ul style="list-style-type: none"> Group 1 Awareness think tank: Making site search smarter and more intuitive during online and mobile search - <i>with Laszlo Kovacs, managing Director, Cyberport</i> Group 2 Investigation think tank: Enhancing the customer's search experience on mobile - <i>with Simone Karweina, VP product & user experience, MYTOYS GROUP</i> Group 3 Purchase-phase think tank: Using social shopping to facilitate the customer's path to purchase - <i>with Francesco Liut, eCommerce Director - Sunglass Hut, Luxottica</i> Group 4 Post-Purchase think tank: Personalizing marketing communications when customers abandon cart

13:10 Lunch & Networking Break for all Delegates	
Stimulating Retention and Relationships	
14:10	<p>CX Keynote Disentangling customer data: Deciphering customer needs, challenges, and experiences in a multi-touch point journey</p> <ul style="list-style-type: none"> - Converting data points from each touch point into actionable insights to optimise the CX at the right moment, in the right manner, along the customer journey. - How to build and use internal and external feedback loops to build lasting customer relationships - Thomas Cook's learnings on cultural change <p><i>Annette Höher-Bäuerle , Group Customer Experience Director, Thomas Cook</i></p>
14:40	<p>Market Leader Deep Dive Using insights from customer feedback and NPS to inform your customer retention and loyalty strategy in order to create an amazing take-away experience</p> <ul style="list-style-type: none"> - Inspiration on making customer feedback actionable - Understand the holistic customer experience from the customer point of view, along the entire customer journey - disentangling what journey stage impacts the NPS, and to what extent. <p><i>Sebastian McClintock, Customer Experience Director, Delivery Hero SE</i></p>
15:05	<p>Inspirational Keynote Beyond the product – Building new value propositions from a brand's core values</p> <ul style="list-style-type: none"> - How to anticipate and satisfy emerging consumer needs and expectation in the digital age - Why leveraging the brand's core values to build and monetize new value propositions - Why collaboration becomes the key to success in driving (digital) business innovation <p><i>Kai Thornagel, Head Digital Activation and Connected Commerce, Mondelēz International</i></p>
15:30	<p>Savant Savvies Awards Ceremony Savant Socialite Prize Draws</p>
15:55	<p>Chairperson's closing remarks</p>
Refreshments Conference Close	

Our Partners

