

In Savant's fourth digital roundtable the conversation was about optimisation. The participants representing major retailers and brands in the clothing, electronics, beauty and food industries had a lively discussion about the challenges in optimisation.

The participants started discussing the tools they have at their disposal to inform their companies' optimisation strategies and how they are moving to a centralised customer view. Some companies face problems with siloed data, but are confident that proper analysis and a careful strategy will help overcome these issues.

The discussion turned toward the limits of optimisation related to the quality of data and the system not recognising more nuanced business strategies. Human touch is still a major factor in optimisation, but as data improves so does performance. In the end the possibilities offered by a strong optimisation strategy offer a lot of hope.

In regards to analysing and utilising data a lot of companies still leave a lot of potential behind in using optimisation when it comes to personally addressing customers due to inefficiencies and other circumstances. Some participants felt that optimisation has taken a bit of a backseat over the last few months as companies had to struggle during lockdown and its fallout. They however emphasised their dedication to putting it back at the forefront of their digital strategies going forward.

ROUNDTABLE 4

OPTIMISATION