Beat: Business

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

TO DECIPHER GLOBAL INNOVATIONS

PARIS, 31.03.2024, 07:30 Time

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 Parformance...

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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 Orixa-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 Pixalione] 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
* Gémo, the Customer at the Heart of the Omnichannel Experience
* [TikTok x Katall] 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
At Pavillon D'Armenonville - Paris16 (France)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-24304/retail-und-e-commerce-an-event-reserved-for-e-commerce-leaders.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619